



April 1, 1957

'ARTHUR MURRAY PARTY' -- VARIETY SHOW FEATURING DANCING -- STARTS ON NBC WITH KATHRYN MURRAY AS HOSTESS AND BIG-NAME GUEST STARS

THE ARTHUR MURRAY PARTY will start on NBC-TV Tuesday,

April 9 (8 p.m., EST). The live, half-hour variety show replaces

"The Big Surprise," which makes its final appearance Tuesday, April 2.

Kathryn Murray will serve as hostess of the new show. Mrs. Murray, wife of noted dance authority Arthur Murray, has scored as a television hostess in previous seasons.

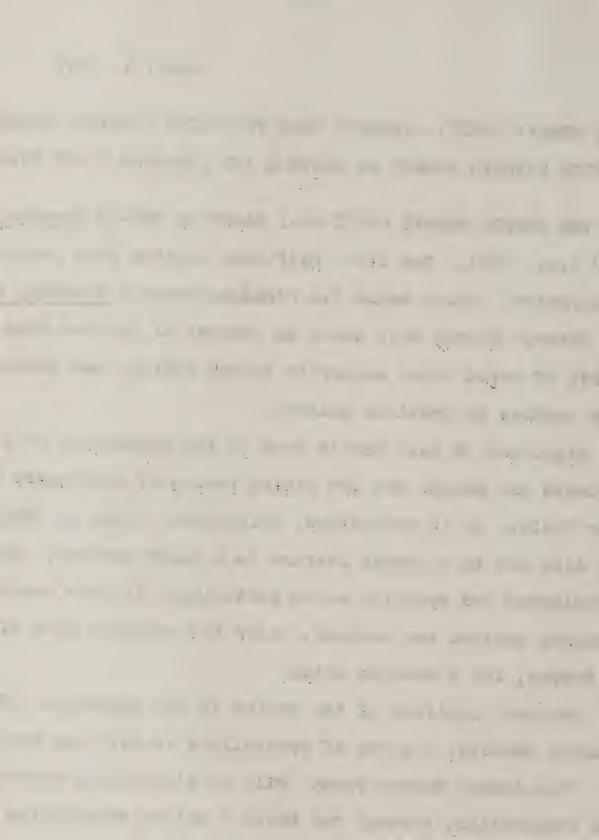
Highlight of each week's show is the appearance of top-name stars. Guests are sought who are riding crests of popularity in their particular fields, be it recordings, television, films or stage.

Also set as a weekly feature is a dance contest. Stars of the entertainment and sporting world participate in this event. The guests compete against one another, under the watchful eyes of Mr. and Mrs. Murray, for a dancing prize.

Another highlight of the series is the appearance of the Arthur Murray dancers, a group of specialists in ballroom dancing.

"The Arthur Murray Party" will be alternately sponsored by the Purex Corporation, through the Weiss & Geller, advertising agency and the Speidel Corporation, through Norman, Craig & Kummel.

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## PRODUCERS' SHOWCASE

April 1, 1957

ROYAL BALLET PRESENTATION OF "CINDERELLA," WITH MARGOT FONTEYN AND MICHAEL SOMES, WILL BE COLORCAST ON "PRODUCERS' SHOWCASE" APRIL 29

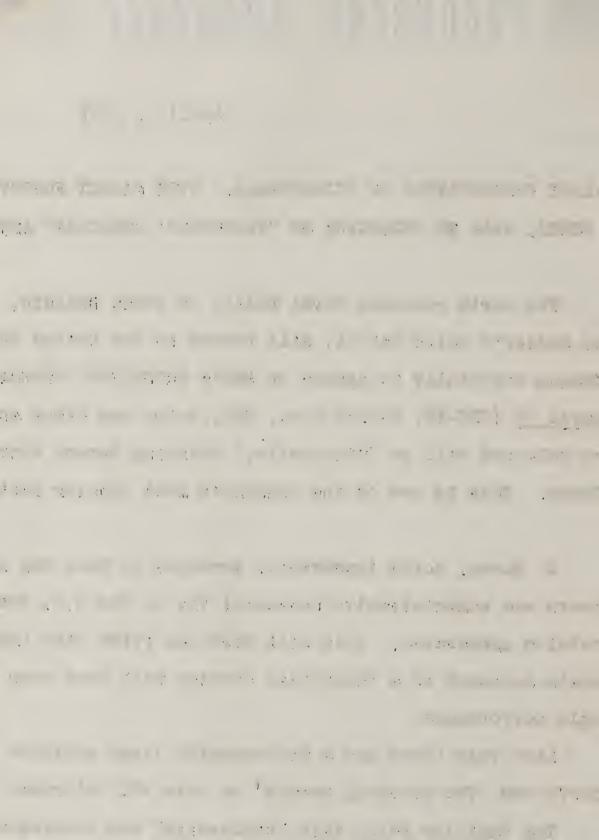
The world renowned Royal Ballet of Great Britain, formerly called the Sadler's Wells Ballet, will return to the United States by popular demand especially to appear on NBC's PRODUCERS' SHOWCASE, Monday, April 29 (NBC-TV, 8-9:30 p.m., EST, color and black and white). The ballet selected will be "Cinderella," starring Margot Fonteyn and Michael Somes. This is one of the company's most popular full-length ballets.

S. Hurok, noted impresario, arranged to have the company of 76 dancers and administrative personnel fly to the U.S. solely for this television appearance. This will mark the first time that such a large scale movement of a theatrical company will have been made for a single performance.

Last year there was a phenomenally large audience when the company performed "The Sleeping Beauty" on this NBC colorcast series.

The familiar fairy tale "Cinderella" was re-created as a dance by choreographer Frederick Ashton. Serge Prokofiev, composer of the widely known "Peter and the Wolf" composed this score.

(more)



Miss Fonteyn and Mr. Somes, who danced the leads in "Sleeping Beauty," head the noted cast for "Cinderella." Miss Fonteyn will dance the title role and Mr. Somes will be the Prince. Frederick Ashton also will dance a role as one of Cinderella's ugly sisters.

The second ugly sister will be portrayed by Kenneth MacMillan. (It is a British tradition for men to perform these roles.) Other leading dancers will be Alexander Grant, Svetlana Beriosova, Elaine Fifield, Joan Faron, David Blair and Philip Chatfield.

The company will bring its own costumes and props, but the scenery will be built here. Otis Riggs, whose recent "War and Peace" on NBC-TV won critical praise, will design the sets, basing them on the British production. The British costumes were designed by Jean-Denis Malcles. Robert Irving will conduct the orchestra.

Clark Jones is television director and Mort Abrahams is executive producer for the colorcast.

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NBC-New York, 4/1/57

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NBC RADIO'S "MONITOR" TO INTRODUCE "IMAGERY TRANSFER" AS AN ENTERTAINMENT CONCEPT--THEORY HAS WIDE ADVERTISING USAGE

The widely accepted advertising theory of "Imagery Transfer" will be transposed to an entertainment concept for radio programming this coming weekend over NBC Radio's MONITOR Saturday, April 6, (10:30 a.m., EST), and Sunday, April 7 (8:30 p.m., EST).

The current leading exponent of "Imagery Transfer"

-- Matthew J. Culligan, Vice President in charge of the NBC

Radio Network -- will introduce, discuss and demonstrate the concept as a forerunner to a planned feature radio series.

Mr. Culligan describes the entertainment application of the concept as "the technique of drawing upon the nostalgic memories in the collective mind of the American public through the use of key sounds and words which will enable the public to relive exciting moments from the past."

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NBC-New York, 4/1/57

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CREDITS FOR 'MASQUERADE PARTY' COLORCAST ON NBC-TV

TITLE:

MASQUERADE PARTY

TIME:

NBC-TV, Wednesdays, 8 p.m., EST, in color and in black and white.

FORMAT:

Famous persons, each disguised to resemble a character connected with their personal life or career, challenge members of a panel to guess their identity.

STARTED:

March 13, 1957

PANELISTS:

Betsy Palmer, Ilka Chase, Bobby Sherwood and Johnny Johnston.

MODERATOR:

Eddie Bracken

PRODUCED BY:

Ed Wolf Productions

PRODUCER:

Herbert Wolf

ASSOCIATE PRODUCERS:

Keith Taylor

Jack Rubin

DIRECTOR:

Lloyd Gross

ASSOCIATE DIRECTOR:

Paul Freeman

ANNOUNCER:

Johnny Olsen

UNIT MANAGER:

Roy Wilson

MAKEUP:

George Fiala

Bill Herman

(more)

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#### 2 - 'Masquerade Party'

COSTUME DESIGNER:

Lou Eisle.

SPONSOR:

Associated Products Inc., for Five
Day Deoderant Pads, alternate week
sponsor.

AGENCY:

Grey Advertising, Inc.

ORIGINATION:

New York City.

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NBC-New York, 4/1/57

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ROYAL McBEE CORP. TO CO-SPONSOR 3 OF 4
EVENING SHOWS OF 'WASHINGTON SQUARE'

The Royal McBee Corporation, manufacturer of business machines, will join Helene Curtis
Industries, Inc., in co-sponsoring three of the four evening programs of NBC-TV's WASHINGTON SQUARE series, starring Ray Bolger, it was announced to-day by William R. (Billy) Goodheart, Jr., Vice
President, NBC Television Network Sales.

The Royal McBee Corp. will sponsor the first half-hour of "Washington Square" on the following dates (all times are New York Time): Thursday, May 9, 9-10 p.m.; Monday, May 20, 9:30-10:30 p.m., and Tuesday, June 4, 8-9 p.m.

Helene Curtis Industries, in addition to the co-sponsorship of the three programs, also will sponsor the full evening program on Thursday, June 13, 8-9 p.m., the final presentation of the season.

Helene Curtis currently sponsors the alternate Sunday afternoon 4-5 p.m., EST "Washington Square" programs.

Young and Rubicam, Inc., is the advertising agency for the Royal McBee Corp. Earle Ludgin and Company. Inc., represents Helene Curtis Industries.



#### NBC TRADE NEWS

NBC RADIO TO BROADCAST EISENHOWER ADDRESS ON EDUCATION

An address by President Eisenhower on "Education and School Construction" will be broadcast by NBC Radio Thursday, April 4 (10:15-10:30 p.m., EST), from a dinner meeting of the National Educational Association in the Sheraton-Park Hotel, Washington, D.C. (The program will be recorded earlier in the evening for presentation at this time.)

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#### NIXON TO DISCUSS NATION'S NEED FOR SCIENTISTS

Vice President Richard M. Nixon, Dr. James Killian, president of Massachusetts Institute of Technology, and Dr. Howard L. Bevis, chairman of the President's Committee on Scientific Manpower, will discuss the urgent need for scientists and their role in the nation's welfare <u>Tuesday</u>, <u>April 9</u> on NBC-TV (7:30-7:45 p.m., EST). This kinescoped program will be presented as a feature of Chemical Progress Week. (This telecast will cancel "The Jonathan Winters Show" on this date only.)

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### MUSIC FRATERNITY HONORS NBC FOR INOTEWORTHY CONTRIBUTION IN TELEVISION THROUGH NBC OPERA COMPANY

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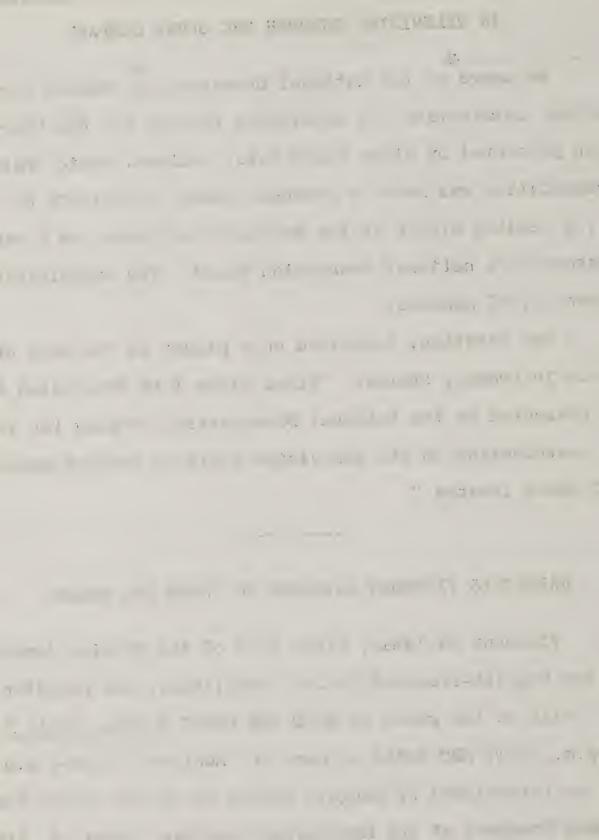
An award to the National Broadcasting Company for "its noteworthy contribution" in television through the NBC Opera Company has been presented by Sigma Alpha Iota, national music fraternity. The presentation was made to producer Samuel Chotzinoff by Mildred Miller, a leading singer at the Metropolitan Opera and a member of the fraternity's national Foundation Board. The organization has more than 30,000 members.

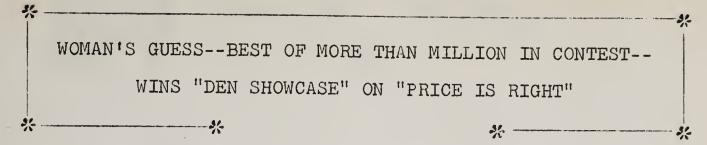
The citation, inscribed on a plaque at the base of a statuette in bronze, states: "Sigma Alpha Iota Television Award 1956 - Presented to the National Broadcasting Company for its noteworthy contribution in the television field of serious music through the NBC Opera Theatre."

#### BRITAIN'S VISCOUNT HAILSHAM TO "MEET THE PRESS"

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Viscount Hailsham, First Lord of the British Admiralty during the English-French-Egyptian hostilities, now Minister of Education, will be the guest on MEET THE PRESS Sunday, April 7 (NBC-T 6-6:30 p.m., EST; NBC Radio as part of "Monitor," 6:35-7 p.m., EST) He will be interviewed by Marquis Childs of the St. Louis Post-Dispatch, Max Freedman of the Manchester Guardian, Ernest K. Lindley o Newsweek and Lawrence E. Spivak, the program's producer and permane panel member. Ned Brooks will moderate the program, which will originate in Washington.





A guess in a million made Mrs. Letha Hess of Greeley, Iowa, the winner of a beautiful "Den Showcase" of prizes on THE PRICE IS RIGHT (NBC-TV, Mondays through Fridays, 11 a.m., EST).

Home viewers who sent cards guessing the value of the prizes totaled 1,144,466 in this contest, which ran from March 18 through March 22. Mrs. Hess' estimate of \$3,075.90 was closest to the actual cash value of the prizes -- \$3,075.94. Her winnings included a couch (\$1300.71), a coffee table (\$275), a color TV set (\$769.95), a silver tea service (\$525), a rug (\$84.60) and a vase (\$50.39). Bill Cullen, emcee of "The Price Is Right," announced that Mrs. Hess had won, on the program of March 29.

LABOR SECRETARY MITCHELL TO TALK OF FARM LABOR OUTLOOK

Secretary of Labor James P. Mitchell will speak on the farm labor outlook for the season ahead on the NATIONAL FARM AND HOME HOUR Saturday, April 6 (NBC Radio, 12 noon, EST). He will stress the Labor Department's efforts to assure the best use of a dwindling farm labor supply.

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April 2, 1957

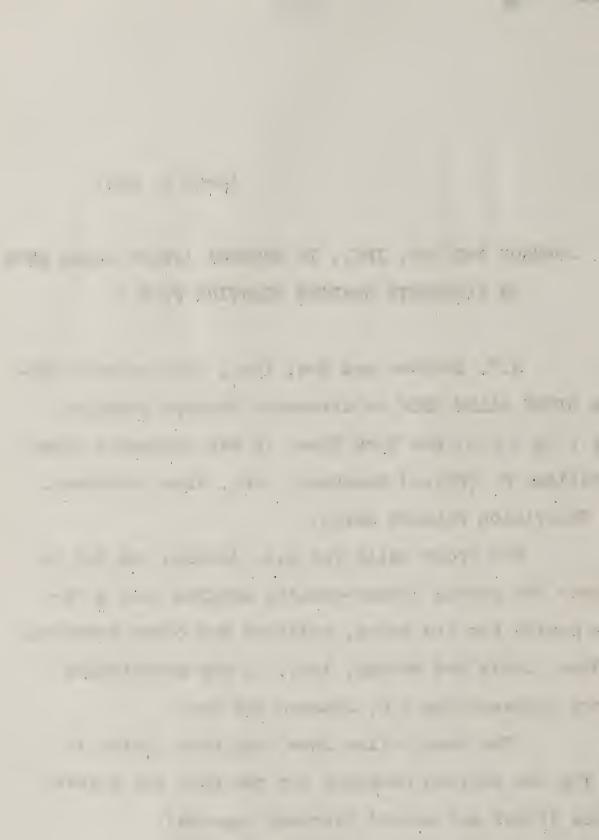
S.C. JOHNSON AND SON, INC., TO SPONSOR 'STEVE ALLEN SHOW'
ON ALTERNATE SUNDAYS STARTING JULY 7

S.C. Johnson and Son, Inc., will sponsor NBC-TV's STEVE ALLEN SHOW on alternate Sundays starting July 7, 8-9 p.m., New York Time, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales.

The order calls for S.C. Johnson and Son to sponsor the weekly comedy-variety program over a 52-week period for its waxes, polishes and other products. Needham, Louis and Brorby, Inc., is the advertising agency representing S.C. Johnson and Son.

"The Steve Allen Show" has been listed in the Top Ten Nielsen rankings for the past two pocket-pieces (first and second February reports).

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# GERALD A. VERNON JOINS NBC AS DIRECTOR OF SALES SERVICES, TV NETWORK

Gerald A. Vernon has joined the National Broadcasting Company as Director of Sales Services, Television Network, it was announced today by Walter D. Scott, Vice President, National Sales Manager, for NBC-TV.

Mr. Vernon has served as Associate Media Director of the J. Walter Thompson Co. since August, 1955. He entered broadcasting in 1937 as a page on the NBC Guest Relations staff. In 1940 he transferred to NBC in Chicago as a sales promotion executive, serving there four years. In 1944 he became associated with ABC's Chicago sales department where he served in various capacities until 1950, when he was appointed sales manager for the ABC Television Network. In 1954 he was named Central Division Sales Director for that network.

Born in Korea, Mr. Vernon is a graduate of Colgate University. He and his wife and three children live in Darien, Conn.

and the second s BELL TELEPHONE SYSTEM RENEWS 'TELEPHONE HOUR' SPONSORSHIP

AS PROGRAM STARTS 18TH YEAR ON NBC RADIO

The Bell Telephone System has renewed sponsor-ship of THE TELEPHONE HOUR effective April 8, it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales. On that date the program will begin its eighteenth year on NBC Radio.

The renewal order was placed through N.W. Ayer and Son, Inc., advertising agency for the Bell Telephone System.

Broadcast from Carnegie Hall, New York, on Mondays from 9-9:30 p.m., EST, "The Telephone Hour" was first presented over NBC on April 29, 1940, with Donald Voorhees conducting the Bell Telephone Orchestra. Since then Mr. Voorhees has directed nearly 900 weekly concerts of the world's great music with celebrated artists, many of whom made their radio debut on the program, appearing as guest soloists. To date, 128 artists have been guests on the series.

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April 2, 1957

WYES, NEW ORLEANS EDUCATIONAL TV STATION, STARTS OPERATION 3 MONTHS AHEAD OF SCHEDULE IN ORDER TO CARRY NBC EDUCATION PROJECT SERIES

New Orleans' first educational television station, WYES, began operation yesterday, three months ahead of schedule in order to carry the live educational series presented by the National Broadcasting Company in association with the Educational Television and Radio Center.

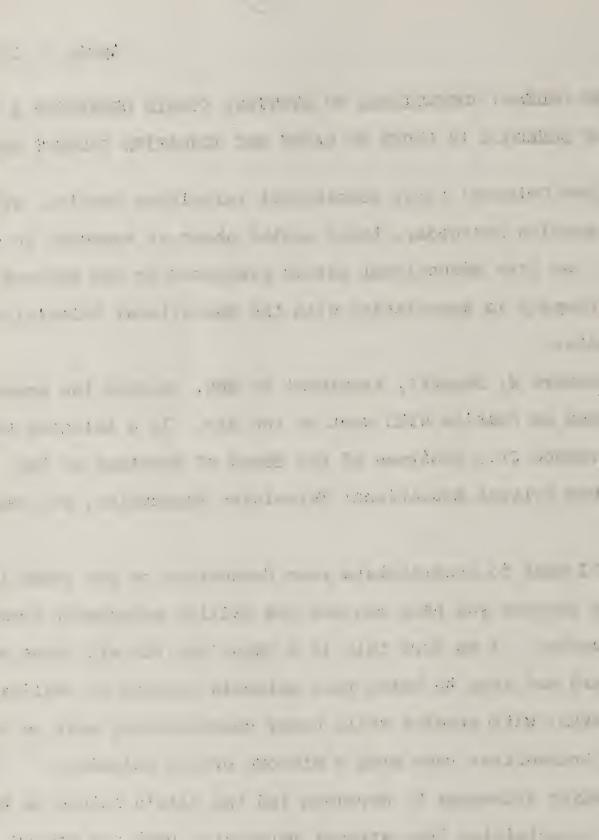
Robert W. Sarnoff, President of NBC, relayed the network's best wishes as Station WYES went on the air. In a telegram to Mrs. Louis Abramson Jr., chairman of the Board of Trustees of the Greater New Orleans Educational Television Foundation, Mr. Sarnoff said:

"I want to congratulate your Foundation on the broad base of public support you have won and the skilled management team you have organized. I am sure this is a happy day for all those who worked hard and long to bring this splendid project to reality."

WYES, with studios still under construction, went on the air from its transmitter room atop a midtown office building.

Mayor deLesseps S. Morrison led the city's salute to the station, proclaiming "Educational Television Day" and taking part in the inaugural broadcast. He praised the "pioneer effort" of NBC and the E.T.R.C., and expressed the thanks of the citizens of New Orleans for the live series to be carried by WYES.

(more)



#### 2 - Educational TV

The opening show was produced by station WDSU, the NBC affiliate in New Orleans, and broadcast simultaneously by that station and WYES.

Following the inaugural, WYES carried the live educational program produced at the NBC studios in New York. The program was in the group entitled "The American Scene," and featured author William H. Whyte Jr. The station also presented several kinescopes of earlier programs in the series.

Mrs. Abramson said that the announcement of the NBC-E.T.R.C. series prompted the decision to advance the sign-on day by three months. She said the station would operate four hours a day until its studio building is completed this Summer, at which time WYES could begin its own live originations and undertake a full broadcast schedule.

The foundation was incorporated in July, 1953. Represented on it are civic, business and industrial groups, universities, public and parochial schools, libraries and other institutions.

A construction permit for WYES, a VHF station, was granted by the Federal Communications Commission in February, 1956.

Transmitter and tower facilities were donated by station WDSU.

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NBC-New York, 4/2/57

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GILBERT SELDES, NOTED COMMENTATOR ON THE LIVELY ARTS, PRAISES

NBC EDUCATIONAL TV PROJECT AS 'ACT OF STATESMANSHIP

RARE IN THE HISTORY OF BROADCASTING'

The NBC Educational Television Project, linking the nation's educational TV stations to receive their first live interconnected network broadcasts, constitutes "an act of statesmanship rare in the history of broadcasting."

This is the opinion of Gilbert Seldes, the well-known commentator on the lively arts, writing in the current (April 6) issue of the Saturday Review about the Project which the network is undertaking in cooperation with the Educational Television and Radio Center, at Ann Arbor, Mich.

"The intent of NBC and the Center is clear and admirable,"

Mr. Seldes writes. "These are educational television programs,

planning to use the legitimate techniques of the medium, planning not

to let the techniques interfere with the basic values of the material.

"This means that the series plans to <u>interest</u> its audience -- and the producers know that entertainment is not the only way to interest. They intend to be simple, but not to oversimplify."

And he adds: "In New York, and in some other cities I believe, these programs will also be visible on commercial stations.

I hope they will be carefully looked at, because a critical <u>public</u> response, beyond that of students and educators, is what the program merits.



#### 2 - Seldes Praises NBC Educational TV Project

"It constitutes a recognition by the commercial broadcasters of a duty to the public which they cannot, through their own channels, fulfill, and as such is an act of statesmanship rare in the history of broadcasting."

Five programs are being sent out live to the educational TV stations over NBC's regular network facilities from 6:30 to 7 p.m., EST, Monday through Friday, for 13 weeks this Spring, and resuming for 13 weeks in the Fall. The programs deal with American literature, world geography, mathematics, American government and highlights of opera history.

WRCA-TV, NBC's flag station in New York, is now carrying all five programs on a delayed basis. It is expected that other NBC owned and operated stations also will carry some of these programs.

Edward Stanley, NBC manager of public service programs, heads the Project. David Lowe is executive producer.

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NBC-New York, 4/2/57

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# NBG RADIO METWORK MEWS

April 2, 1957

NBC RADIO NETWORK TO HOLD COMPETITION IN 154 CITIES

TO FIND 'THE MOST BEAUTIFUL VOICE IN AMERICA'

A contest to find "The Most Beautiful Voice in America" will be launched April 15 by the NBC Radio Network and its affiliated stations, it was announced today by Matthew J. Culligan, Vice President in charge of the NBC Radio Network.

A total of 154 affiliated stations will cooperate with NBC Radio's "Monitor" in seeking and finding the man or woman whose voice, in the opinion of a panel of judges, is the nation's "most beautiful."

Local stations will hold competitions from April 15 to
May 31 to find the best voices in their areas. Contestants will read
a short selection in a public recording booth; the taped selections
will be judged weekly and the five best voices from each city will be
re-recorded in the local station's studio. These entries will form the
basis of five-minute programs which will be heard weekly on NBC Radio's
"Monitor" starting April 26.

In the second phase of the contest, on the weekends of June 7 and June 14, the local winners will be heard on "Monitor." On June 16, the final day of the contest, "The Most Beautiful Voice in America" will be picked from a group of five finalists.

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## 2 - 'Most Beautiful Voice in America'

The top winner will receive an NBC talent contract, will appear on "The Bob Hope Show" on NBC Radio, and will be awarded a Nash Ambassador sedan and a choice of one of five overseas trips -- three of which are to Africa, Tokyo and Australia. Trips will also be prizes for second, third, fourth and fifth place winners.

Judges of the national competition will include Bob Hope; Clifton Fadiman; Dr. Ormon Drake, New York University speech expert and director of New York's Town Hall; and Jerry Danzig, Vice President in charge of NBC Radio Network Programs.

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NBC-New York, 4/2/57

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## NBC DELEGATION OF NEARLY 50 TO ATTEND NARTB CONVENTION

A delegation of nearly 50 National Broad-casting Company management and engineering executives will attend the 1957 National Association of Radio and Television Broadcasters! Convention to be held at the Conrad Hilton Hotel in Chicago from April 7 through April 11.

During the convention, members of NBC's Station Relations Department will be on hand to welcome representatives from the network's radio and television affiliates in the Presidential Suite (509) of the adjoining Sheraton-Blackstone Hotel.

NEW YORK JOURNAL-AMERICAN PUBLISHER TO ACCEPT AWARD FOR PAPER'S "BIG STORY" ON "MAD BOMBER"

The story of "The Mad Bomber," and the work of the New York Journal-American to expose him, will be dramatized on NBC-TV's BIG STORY, Friday, April 12 (NBC-TV, 9:30 p.m., EST).

For 16 years, the man spread panic in New York City with his home-made bombs. Imaginative reporting by Journal-American staffers helped bring him to justice. Publisher Seymour Berkson will appear at the conclusion of the dramatization to accept the "Big Story" award for his newspaper from editor-host Ben Grauer.

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April 3, 1957

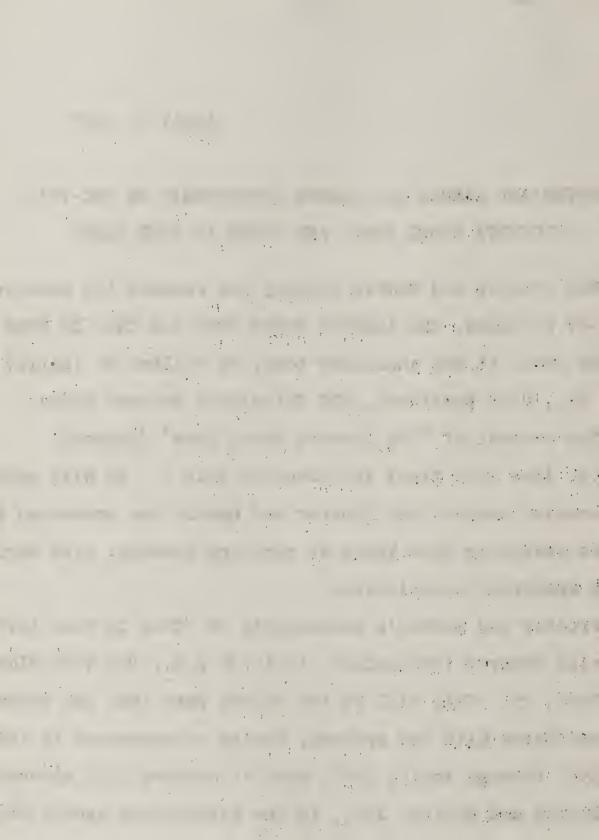
PROCTER AND GAMBLE CO. RENEWS SPONSORSHIP OF NBC-TV'S "LORETTA YOUNG SHOW" AND "THIS IS YOUR LIFE"

The Procter and Gamble Company has renewed its sponsorship of two NBC-TV programs, THE LORETTA YOUNG SHOW and THIS IS YOUR LIFE, for 52 weeks each, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales.

The renewal of "The Loretta Young Show" (Sundays, 10-10:30 p.m. (New York Time) is effective July 7. It will mark the fifth consecutive season that Procter and Gamble has sponsored the drama series featuring Miss Young as star and hostess, with various guest stars appearing occasionally.

Procter and Gamble's sponsorship of "This Is Your Life," starring Ralph Edwards (Wednesdays, 10-10:30 p.m., New York Time) is effective Sept. 25. This will be the fourth year that the advertiser has been associated with the program, having co-sponsored it from October, 1954, through April, 1956, when it assumed full sponsorship.

Benton and Bowles, Inc., is the advertising agency for the Procter and Gamble Company.



# "LEO DUROCHER'S WARMUP" WILL PRECEDE "MAJOR LEAGUE BASEBALL" ON NBC TELEVISION SATURDAY AFTERNOONS

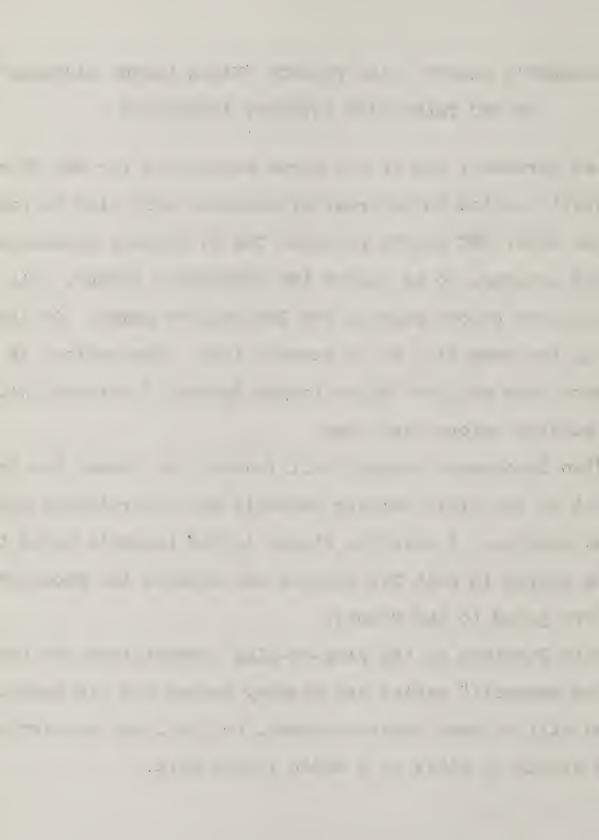
Leo Durocher, one of the three announcers for NBC-TV's "Major League Baseball" series on Saturday afternoons, will also be featured in a pre-game show, NBC Sports Director Tom S. Gallery announced today.

The program, to be called LEO DUROCHER'S WARMUP, will go on the air 15 minutes before each of the Saturday TV games. On April 6 and April 13, the show will be 15 minutes long. Thereafter, it will be a 10-minute show and the "Major League Baseball" telecast will begin five minutes before game time.

"Leo Durocher's Warmup" will feature the former New York Giants' pilot on the field talking baseball and interviewing players, managers and coaches. A colorful figure in the baseball world for 30 years, he played in both big leagues and managed the Brooklyn Dodgers before going to the Giants.

With Durocher as the play-by-play commentators for the "Major League Baseball" series are Lindsey Nelson and Jim Woods. The two programs will be seen coast-to-coast, but will not be carried by any station within 50 miles of a major league park.

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'MASQUERADE PARTY' IS SOLD OUT THROUGH JUNE

MASQUERADE PARTY, which started on NBC-TV, Wednesday, March 13 (8-8:30 p.m., EST, in color and black and white) is sold out through the end of June, it was announced today by William R. (Billy) Goodheart Jr., Vice President, NBC Television Network Sales.

Joining Associated Products, Inc. (previously announced alternate-week sponsor) in presenting the celebrity-quiz program are these advertisers: the Beacon Company, for its Beacon Wax, which sponsored the March 27 program and also will sponsor the April 3 show; Park and Tilford Distillers Corp., for its Tintex, which will sponsor the April 17, May 1 and May 15 programs; and the Knomark Manufacturing Company, for its Esquire Boot Polish, which will sponsor the May 29, June 12 and June 26 shows.

The Mina Lee Simon Advertising Agency represents the Beacon Company. The Emil Mogul Company, Inc., is the agency for both Park and Tilford Distillers and Knomark Manufacturing.

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 PR-20

18 MAJOR LEAGUE STARS FEATURED IN 'SALUTE TO BASEBALL' COLORCAST WILL EACH DONATE A COLOR TV SET TO A SELECTED HOSPITAL

Each of the 18 major league stars featured in the SALUTE TO BASEBALL on NBC-TV's "Saturday Color Carnival" April 13 (9 to 10:30 p.m., EST) will donate a 21-inch RCA Victor color television set to a hospital of his choice.

Each player participating in the tribute to the national pastime has been asked to designate the hospital to receive the color TV set -- his payment for appearing on the show -- to be sent out in his name.

The world champion New York Yankees and National League pennant-winning Brooklyn Dodgers each have two players participating on the 90-minute colorcast. All other clubs have one player each. The full roster follows:

American League -- Mickey Mantle and Don Larsen, New York
Yankees; George Kell, Baltimore Orioles; Ted Williams, Boston Red Sox;
Billy Pierce, Chicago White Sox; Herb Score, Cleveland Indians; Harvey
Kuenn, Detroit Tigers; Harry Simpson, Kansas City Athletics; Eddie
Yost, Washington Senators.

National League -- Pee Wee Reese and Don Newcombe, Brooklyn

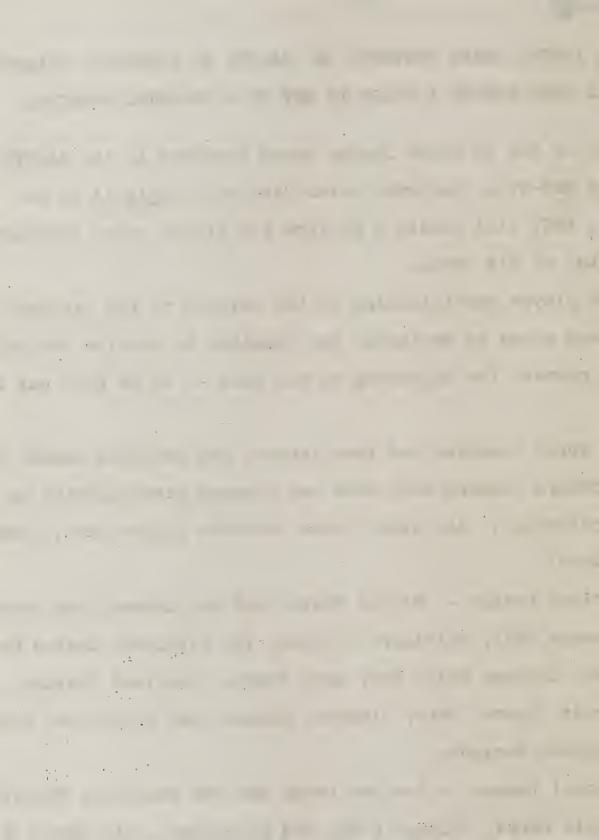
Dodgers; Ernie Banks, Chicago Cubs; Ted Kluszewski, Cincinnati Redlegs;

Eddie Mathews, Milwaukee Braves; Johnny Antonelli, New York Giants;

Robin Roberts, Philadelphia Phillies; Bob Friend, Pittsburgh Pirates;

Stan Musial, St. Louis Cardinals.

---- NBC-New York, 4/3/57



## NBC-TV NEWS

CAST, CREDITS AND SCENE SYNOPSIS FOR 'THE YEOMEN OF THE GUARD'
TO BE COLORCAST ON 'THE HALLMARK HALL OF FAME'
WEDNESDAY, APRIL 10 (NBC-TV, 8:30-10 P.M., EST)

## STARS

## SUPPORTING CAST

## CREDITS

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## CREDITS (CONT'D)

COMPOSER	Arthur Seymour Sullivan
LIBRETTIST	William Schwenck Gilbert
ADAPTER	William Nichols
CONDUCTOR	.Franz Allers
CHOREOGRAPHER	Paul Godkin
SET DESIGNER	Paul Barnes
COSTUME DESIGNER	Noel Taylor
PROGRAM SUPERVISOR	Joseph Cunneff
UNIT MANAGER	Tom Madigan
ASSOCIATE DIRECTOR	.Eleanor Tarshis
TECHNICAL DIRECTOR	.Robert Long
SPONSOR	Hallmark Cards, Inc
ADVERTISING AGENCY	Foote, Cone and Belding
NBC PRESS REPRESENTATIVE	Priscilla T. Campbell
	(New York).

## SCENE SYNOPSIS

All action takes place within the Tower of London in Tudor, England.

## ACT I

Scene 1 -- The Scaffold, and then exterior of the Meryll house and terrace.

Scene 2 -- Interior of Meryll home.

Scene 3 -- Parade ground of the Yeomen of the Guard.

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## ACT I

Scene 4 -- Interior of Meryll home.

Scene 5 -- The Rampart outside Beauchamp Tower.

Scene 6 -- Terrace outside the Clock Tower.

Scene 7 -- Entrance of Clock Tower.

Scene 8 -- The Graveyard outside the Chapel.

Scene 9 -- The Gazebo outside the Meryll house.

Scene 10 -- The Rampart outside Beauchamp Tower.

Scene 11 -- Center of Parade ground.

## ACT II

Scene 1 -- Background -- Map of the Tower of London.

Scene 2 -- Entrance leading to the wharf outside.

Scene 3 -- Interior of Meryll home.

Scene 4 -- The Garden and the Gazebo.

Scene 5 -- The Lieutenant's quarters.

Scene 6 -- The Jester's wagon.

Scene 7 -- The Terrace outside the Meryll home.

Scene 8 -- Parade-ground and Garden.

Scene 9 -- The Scaffold.

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NBC-New York, 4/3/57

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Frome 7 -- Entry mee of Clouk lower. Foche 8 -- 'no Gesepara wirside the shapei.

Forme 9 -- The Greek of Austide the Tory Mouse.

Scene 10 -- the Leaper outside Paculian, Every Every,

Suena 11 -- Centur of Paraus (Formula).

## II TOA

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Seme 4 -- The Carle and the Colou.

Scene > -- the pint to waster.

spene 9 -- The .. frole.

Scene 7 -- Papade- Touride the help to the Scene Scene 6 -- Papade- Touride the farmar.



## 'TELEPHONE HOUR' STARTS 18TH YEAR ON NBC RADIO

The TELEPHONE HOUR will enter its 18th year on NBC Radio with the broadcast of Monday, April 8 (9-9:30 p.m., EST).

On this date Giorgio Tozzi, young Metropolitan Opera basso, will make his debut as guest soloist with the Bell Telephone Orchestra directed by Donald Voorhees.

Broadcast from Carnegie Hall, New York, the "Telephone Hour" was first presented over NBC on April 29, 1940 with Mr. Voorhees conducting the orchestra. Since then he has directed nearly 900 weekly concerts of the world's great music with celebrated artists, many of whom made their radio debut on the program, appearing as guest soloists.

Mr. Tozzi will be the 128th artist to be presented on the series. The program's achievement in the field of music over the years has been recognized by many honors, including the Peabody Award and the Lowell Mason Award.

The "Telephone Hour" is sponsored by the Bell Telephone System through N.W. Ayer and Son, Inc., advertising agency.

NBC-New York, 4/3/57

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## NBC-TV NEWS

#### REVISED CREDITS FOR NBC-TV's "TONIGHT!" SHOW

PROGRAM:

TIME:

FORMAT:

CAST:

TONIGHT! -- "America After Dark."

Mondays through Fridays,

11:15 p.m. to 1:00 a.m., EST;

11:00 p.m. to 12 Midnight, CST;

11:30 p.m. to 12:30 a.m., PST.

Leading columnists cover the

"America After Dark" scene in major cities. Specially

constructed mobile television

units are used for on-the-spot

coverage of entertainment,

sports, politics and news.

Host and star, Jack Lescoulie.

Hostess, Judy Johnson.

Columnists:

Bob Considine, International

News Service, New York.

Hy Gardner, New York Herald

Tribune.

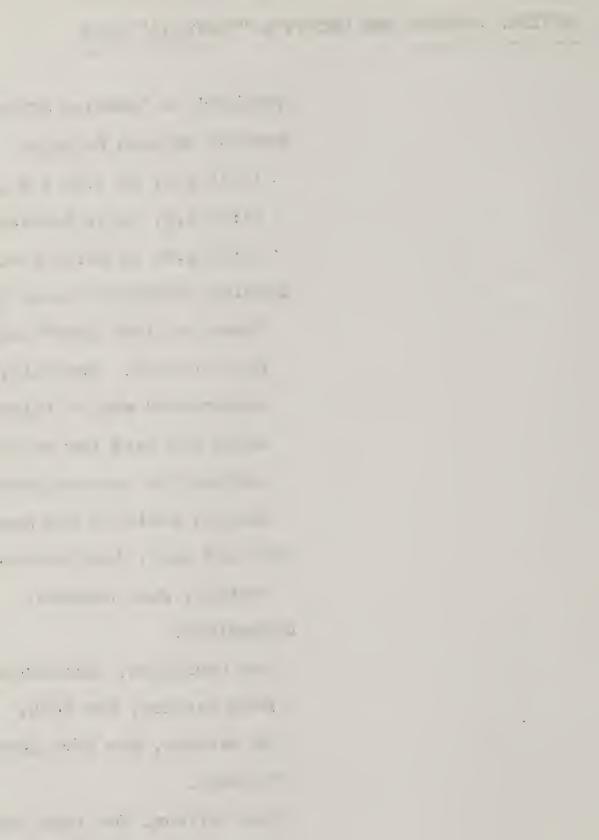
Earl Wilson, New York Post and

Hall Syndicate.

Irv Kupcinet, Chicago Sun-Times.

Paul Coates, Los Angeles Mirror-

News.



PRODUCER:

Dick Linkroum

(New York Staff)

ASSOCIATE PRODUCER:

Tom Loeb

ASSOCIATE PRODUCER (Commercials):

Hugo Seiler

MANAGING EDITOR:

Frank Barton

DIRECTOR (In-Studio):

Lynwood B. King Jr.

DIRECTOR (Remotes):

Ted Nathanson

ASSOCIATE DIRECTOR (In-Studio):

Bob Quinn

ASSOCIATE DIRECTOR (Remotes):

Dick Gillespie

TECHNICAL SUPERVISOR:

Charles Corcoran

TECHNICAL DIRECTOR (In-Studio):

Milton Kitchen

TECHNICAL DIRECTORS (Remotes):

Jim Davis

Bill Patterson

TALENT COORDINATOR:

Tony Ford

BROADCAST COORDINATOR:

Jack Weir

WRITERS:

Stanley Flink

Blair Chotzinoff

David Rayfiel

Allan Manings

Walter Wager

Robert Carlisle

NEWS AND FEATURE ASSISTANTS:

Art Maier

Martha Weinman

PRODUCTION ASSISTANTS:

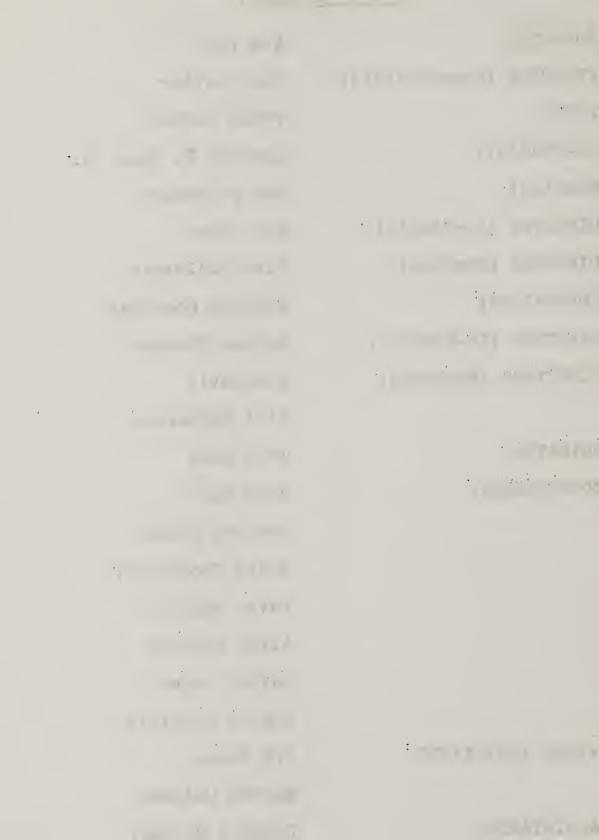
Charles Grinker

Liz Smith

PRODUCTION ASSISTANT

(Commercials):

Sheila Reilly



## 3 - "Tonight!" -- Credits

MUSIC DIRECTOR:

Mort Lindsey.

PROGRAM ASSISTANT:

Mitzi Matravers.

Scott Schachter.

LIGHTING DIRECTOR:

Bob Riley.

AUDIO:

John Rice.

SENIOR UNIT MANAGER:

Monty Morgan.

UNIT MANAGERS:

John Carey.

Robert Johnson.

PUBLIC RELATIONS COORDINATOR:

Alida Mesrop.

CONTINUITY WRITERS:

Phyllis Kremer.

Robert Corcoran.

## (Chicago Staff)

LOCATION PRODUCER:

Don Meier.

DIRECTOR:

Paul Robinson.

TECHNICAL DIRECTOR:

Harry Maule.

WRITER:

John Brookman.

## (Hollywood Staff)

LOCATION PRODUCER:

Herb Braverman.

TECHNICAL DIRECTOR:

Jim Merrill.

PRODUCTION ASSISTANT:

Frank Goldberg.

ASSOCIATE PRODUCER:

Helen Winston.

UNIT MANAGER:

Dic (cq) Steele.

SPONSORS:

Participating.

ORIGINATION POINTS:

RCA Exhibition Hall, West 49th

Street, New York.

NBC Studios, Chicago.

NBC Studios, Hollywood.

: W. M. Tall , V. C. L. A. 1114 JOHN HISTOR . . 500 (t) Selper 10 c. . : ATT -11 ... property the same : UFF . Lorent Care. at little att agorest of the Rouges Bushen, a. (19:10 00 01/3) : M. 17 (30) . Injusting Pear In the nach. : HOIDATION: . Stabil V. 1 17 . Transforte in the ( - 23 - V ( ... ( 1 ( 1) : hTOU Turn Lya. erman. :FOIDUITE . 1 1 1 1 2 2 11 11 :TMATELLERA THE OCTOBER ! RUNGER: ant and install : 9; Tio (00) Sieedi. Presidentine ing. FOINTS: dest flot motor this west

## 4 - "Tonight!" -- Credits

PREMIERE OF NEW FORMAT:

STARTING DATE OF ORIGINAL

"TONIGHT" SERIES:

NBC PRESS REPRESENTATIVES:

Jan. 28, 1957.

Sept. 27, 1954.

Walter Kempley, New York.

Dan Anderson, Chicago.

Joe Bleeden, Hollywood.

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NBC-New York, 4/3/57

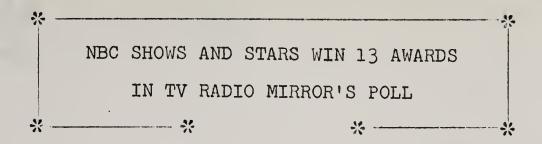
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Mademore Realty 1/2/201



NBC programs and personalities have won 13 awards presented by TV Radio Mirror magazine. The NBC winners, chosen in a poll of the magazine's readers, are:

## TELEVISION:

THE CHEVY SHOW Starring Dinah Shore -- Best Program on the Air.

HOME -- Best Women's Show.

PERRY COMO -- Best Male Singer.

NBC MATINEE THEATER -- Best Daytime Drama.

LUX VIDEO THEATRE -- Best Evening Drama.

DINAH SHORE -- Best Female Singer.

JOHN CONTE (Host and occasional star of NBC MATINEE THEATER) -- Best Dramatic Actor.

LORETTA YOUNG -- Best Dramatic Actress.

ROY ROGERS -- Best Western Star.

## RADIO:

ONE MAN'S FAMILY -- Best Evening Drama.

NBC BANDSTAND -- Best Musical Show.

GROUCHO MARX -YOU BET YOUR LIFE -- Best Quiz Show.

JAN MINER (Star of HILLTOP HOUSE) -- Best Actress.

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PR-20

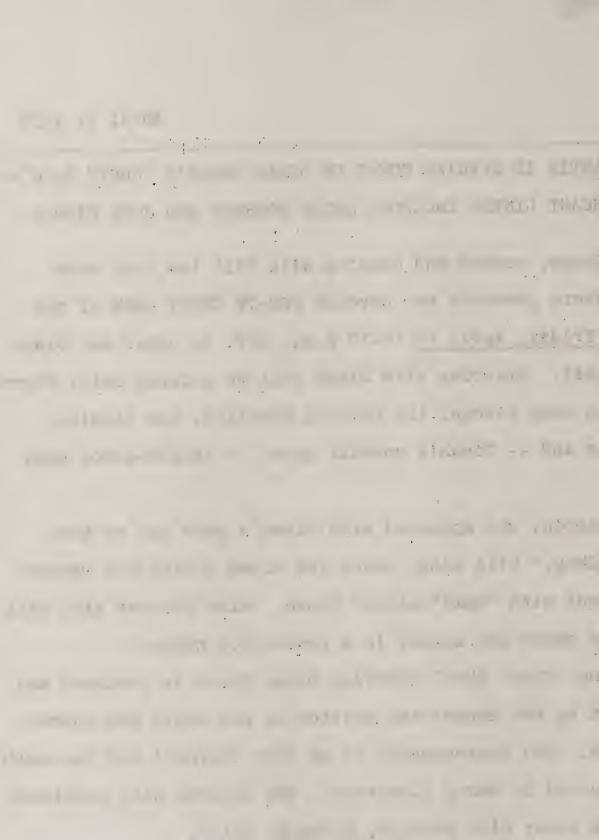
April 4, 1957

DEAN MARTIN IS SPECIAL GUEST ON DINAH SHORE'S "CHEVY SHOW"-COLORCAST LINEUP INCLUDES SALLY FORREST AND JOEY BISHOP

Songs, comedy and dancing will fill the hour when Dinah Shore presents her seventh NBC-TV CHEVY SHOW of the season Friday, April 19 (9-10 p.m., EST, in color and black and white). Starring with Dinah will be actress Sally Forrest, comedian Joey Bishop, the dancing Dunhills, the singing Skylarks and -- Dinah's special guest -- singer-actor Dean Martin.

Martin, who appeared with Dinah a year ago on the "Chevy Show," will sing, dance and clown during his return engagement with "Emmy"-winner Dinah. Miss Forrest also will sing and dance and appear in a production number.

The "Chevy Show" starring Dinah Shore is produced and directed by Bob Banner and written by Bob Wells and Johnny Bradford. The choreography is by Tony Charmoli and the music is conducted by Harry Zimmerman. The program will originate in NBC's Color City Studios, Burbank, Calif.



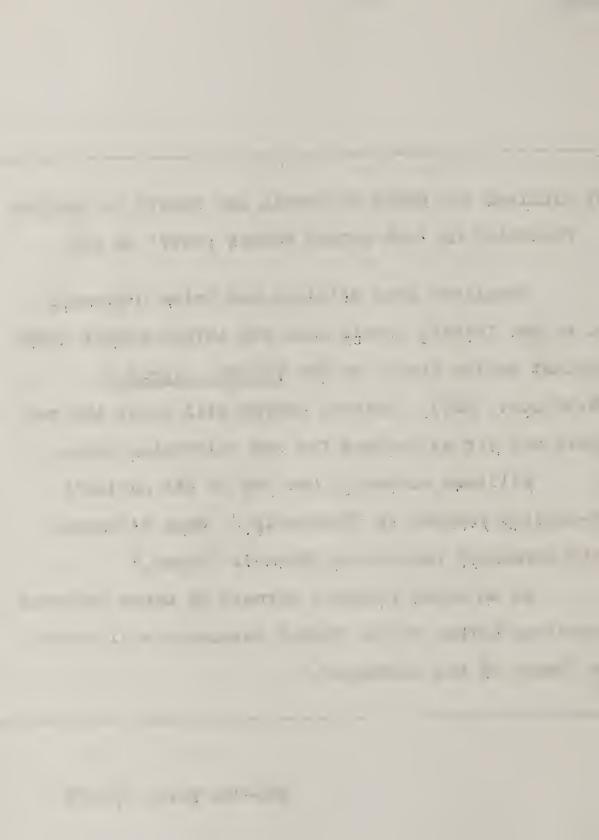
ANDY WILLIAMS AND HELEN O'CONNELL ARE GUESTS ON OPENING COLORCAST OF 'THE ARTHUR MURRAY PARTY' ON NBC

Vocalists Andy Williams and Helen O'Connell will be the initial guests when THE ARTHUR MURRAY PARTY colorcast series starts on NBC <u>Tuesday</u>, <u>April 9</u> (8-8:30 p.m., EST). Kathryn Murray will greet the two singers and act as hostess for the television party.

Williams currently has one of the nation's best-selling records in "Butterfly." Miss O'Connell is the permanent hostess on NBC-TV's "Today."

As an added feature, winners of dance contests of previous "Arthur Murray Party" telecasts will return in a "Dance of the Champions."

NBC-New York, 4/4/57



# B COLOR TELEVISION NEWS

A SERVICE OF RCA

CREDITS FOR 'THE ARTHUR MURRAY PARTY' COLORCASTS ON NBC

TIME:

STARTING DATE:

HOSTESS:

FORMAT:

PRODUCER:

TALENT BOOKER:

MUSICAL CONDUCTOR:

DIRECTOR:

SPONSORS AND AGENCIES:

ORIGINATION:

NBC PRESS CONTACT:

NBC-TV, Tuesdays, 8-8:30 p.m., EST, in color and black and white.

April 9, 1957.

Kathryn Murray.

Variety program in a party
atmosphere with Kathryn
Murray as hostess. Each week
top name stars are featured.
A weekly dance contest is
held.

Arthur Murray.

Ken Hoffman.

Ray Carter.

Coby Ruskin.

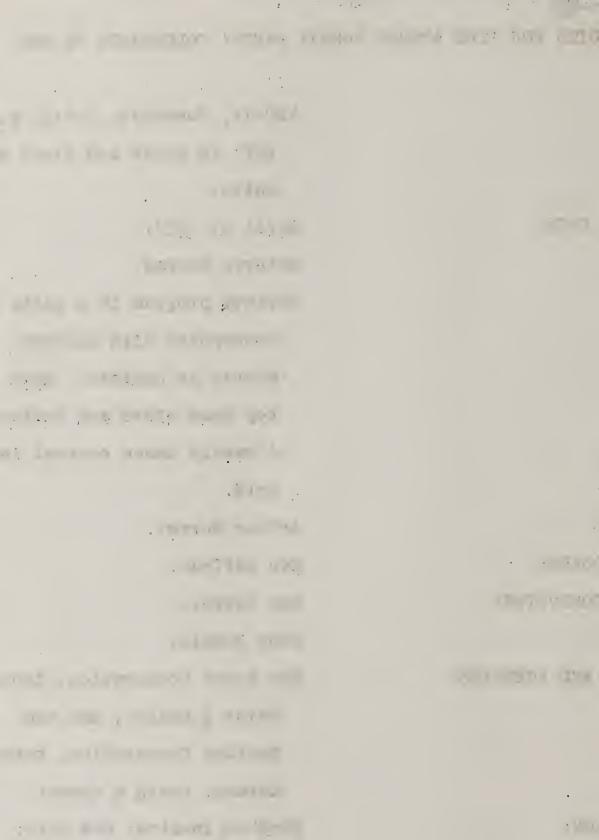
The Purex Corporation, through
Weiss & Geller, and the
Speidel Corporation, through
Norman, Craig & Kummel.

Ziegfeld Theatre, New York.

Walter Kempley, (New York).

NBC-New York, 4/4/57

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#### STEVE ALLEN TO RECEIVE YALE EDITORS' HUMOR AWARD

The editors of the Yale University "Record" have selected NBC-TV's Steve Allen to receive their Humor Award of the Year. Previous winners include James Thurber, Bennett Cerf and Al Capp.

Allen will go to New Haven, Conn., to accept the award at the magazine's annual banquet April 9.

# NBC'S BEN GRAUER TO EMCEE GRAND COSTUME PARADE AT ARTISTS EQUITY ASSOCIATION BALL IN NEW YORK

Ben Grauer, NBC Radio and Television reporter, announcer and program personality, will emcee the Grand Costume Parade of the Eleventh Annual Artists Equity Association's "Bal Fantastique" (Masque Ball) at the Waldorf-Astoria Hotel, New York, on Friday night, April 5. (Highlights of the costume parade will be presented from the Grand Ballroom on NBC-TV's "Tonight!" show starting at 12 midnight, EST.)

Mr. Grauer, who also did the commentary for the 1950 "Bal Fantastique" pageant, will be the first personality to serve twice as master of ceremonies for the event.

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. ' paga bata, risk til skilat perdam (1966) fa de ma "W' of cerespondes at she bed brown. "THE GENE AUSTIN STORY" -- BASED-ON-FACT DRAMA ON CROONER'S LIFE -- WILL BE COLORCAST ON "GOODYEAR PLAYHOUSE" SUNDAY, APRIL 21

PR-20

"The Gene Austin Story" will be colorcast on NBC-TV's GOODYEAR PLAYHOUSE Sunday, April 21 (9 p.m., EST). The based-on-fact account of the life of one of America's first successful crooners will star George Grizzard in the title role.

Favorite tunes of the 20's and early 30's -- such as "The Sweet-heart of Sigma Chi," "Ain't She Sweet," "Lonesome Road," "Carolina Moon," and "My Blue Heaven" (most of them identified with Austin) -- will be heard during the telecast.

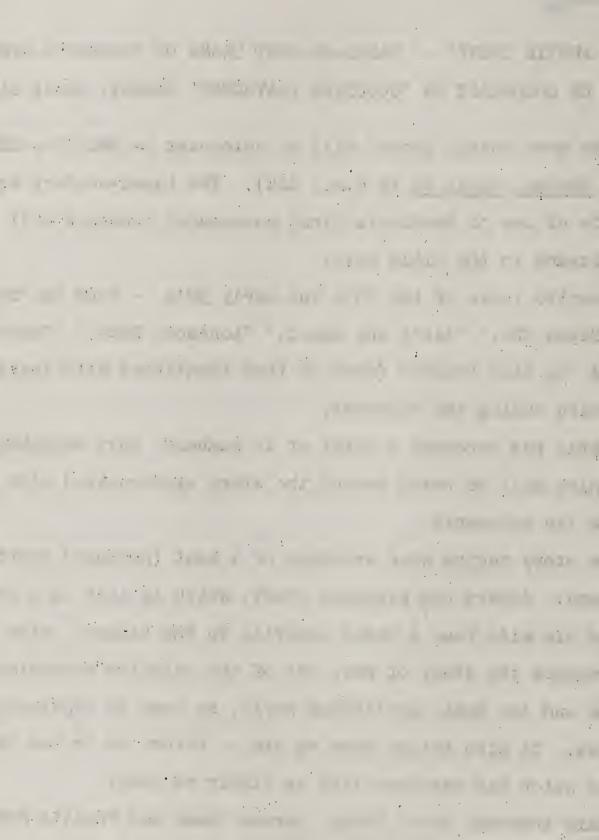
Austin has recorded a total of 19 numbers, only snatches of some of which will be heard during the story synchronized with Grizzard's lip movements.

The story begins when wreckage of a boat (presumed Austin's) is found at sea. Aboard his pleasure craft, which is lost in a fog, Austin and his wife hear a radio memorial to the singer. With the program emerges the story of how, out of the relative obscurity of vaudeville and the music publishing world, he rose to popularity and success. It also brings home to him -- before it is too late -- the end to which his carefree life is likely to lead.

Eddie Andrews, Scott McKay, Jerome Cowan and Phyllis Newman are prominently cast in the teleplay written by Ernest Kinoy. It will be directed by Herbert Hirschman.

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NBC-New York, 4/4/57



NATIONAL BROADCASTING COMPANY

FROM BOB SARNOFF

April 5, 1957

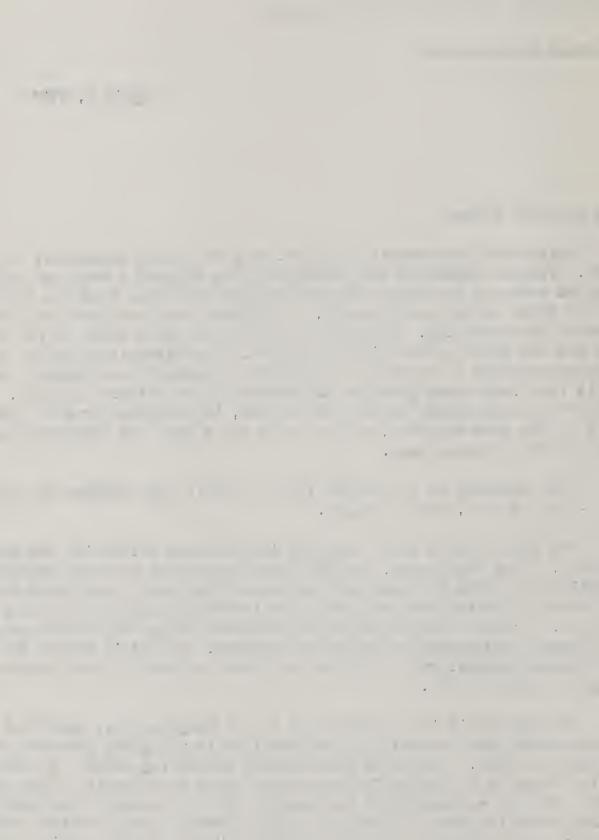
To the Radio-Tv Editor:

This letter represents the first step in a mild experiment in plagiarism. Various magazines and newspapers have adopted a brand of informal journalism known as the Letter From The Editor or Letter From The Publisher. While the style varies considerably, the general aim is to take you behind the scenes of newsmaking. Sometimes it tells you how a story is put together and the staff personalities involved. Sometimes it attempts to clear away misconceptions as to why the newspaper or magazine does what it does. Often it is a very frank personal expression of the editor's opinion. It bears little relationship to the news column, it possesses none of the urgency of the news bulletin, and it lacks the formal and impersonal phrasemaking of the editorial page.

I am prompted to try an NBC letter of this type because of two things -- one a fact, one a thought.

The fact is that press interest in radio and television has grown enormously. Some months ago, the NBC Press Department surveyed representative dailies in large and small cities around the country and found that space devoted to television and radio had increased by 120% over the previous year. Scores of papers reported they were adding television magazines or supplements and expanding their log coverage. We didn't survey the magazines, but my personal guess is that they have stepped up their broadcast coverage as much or more.

The thought is that there are a lot of hanging whys, whats and hows in broadcasting today -- and that perhaps I am in a logical position to answer some of them. Why do we make certain scheduling moves? Why are some shows that seem to be successful cancelled? What do we really think of ratings? Why are we abandoning the one-out-of-four concept of scheduling 90-minute shows in favor of a more flexible format? How do we feel about cultural attractions such as "Romeo and Juliet" which reach millions of people but still attract only a very small proportion of the total viewing audience? What does the color situation look like from the network point of view?

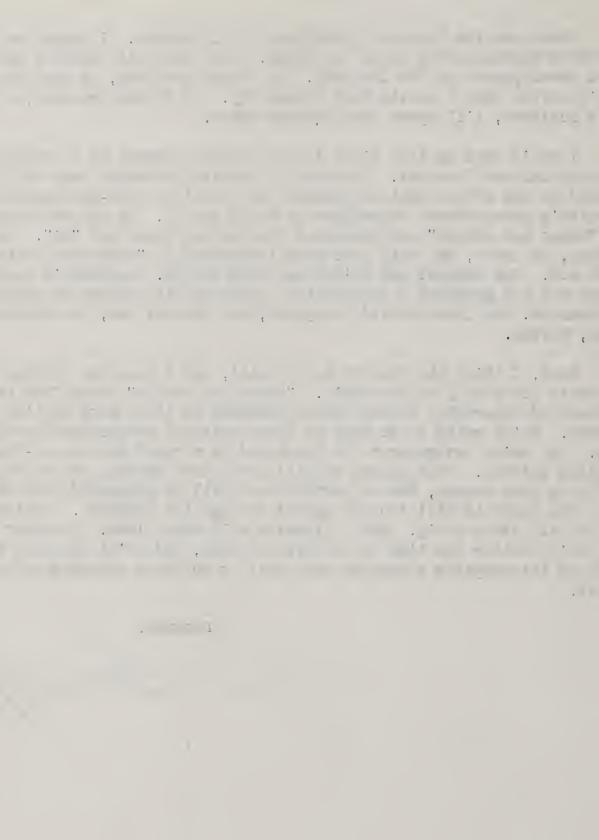


These are the types of questions I will discuss. I expect to write the letters approximately every two weeks. But that will depend a great deal on developments in the industry. If things are warm, as they usually are, I'll write them a little more frequently. If things are calm, a rarity in this business, I'll space them further apart.

I can't wind up this first letter without comment on a subject of particular current interest. Yesterday I received a carbon copy of a letter addressed to one of our station managers by a retired four-star general, one of America's great combat commanders in World War II. He was distressed because "Romeo and Juliet" had preempted Charles Van Doren and "21". Twenty years ago, he wrote, he would have been interested in "Romeo and Juliet" -- but not now. The General had waited one week for Mr. Van Doren's next appearance and had gathered a substantial number of his friends to watch with him. When Mr. Van Doren failed to appear, the General was, in soldierly fashion, miffed.

Well, I think the General has a point, and I hope the station manager treats him kindly in his reply. "Romeo and Juliet" was a fine television show and apparently brought great pleasure to 15 or more million Americans. We're going to do more of these cultural attractions in the future. But we're not going to be hidebound by a rigid one-out-of-four scheduling pattern. Next season we will have about as many of the big specials as this season, but no regular show will be preempted more than twice. The specials will thus be spread through the schedule. Children's classics will start early. Adult classics will start late. In other words, we'll tailor the time to the type of show, and we'll cut down the chances of interrupting a regular show that is building mounting audience interest.

Regards





April 5, 1957

# GISELE MacKENZIE TO STAR IN NEW SATURDAY NIGHT MUSIC AND COMEDY SERIES ON NBC TELEVISION

Gisele MacKenzie will star in a new half-hour music and comedy series to be telecast over NBC every Saturday evening, 9:30 to 10 p.m., NYT, starting Sept. 21, it was announced today by Emanuel Sacks, Vice President, Television Network Programs, for the National Broadcasting Company.

The series will be sponsored by the Scott Paper Company, through the J. Walter Thompson Company.

To be known as THE GISELE MacKENZIE SHOW, the series will feature Miss MacKenzie each week with guest appearances by other top entertainers.

'Miss MacKenzie, currently one of the four singing stars of NBC-TV's "Your Hit Parade," has received wide acclaim for her appearances in several straight comedy and dramatic roles on television. In addition, she is a recording star.

"The Gisele MacKenzie Show" will be produced by J & M Productions, owned by Jack Benny.

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April 5, 1957

SIX NBC OWNED STATIONS WILL CARRY SOME--OR ALL--OF FIVE WEEKLY PROGRAMS IN NBC EDUCATIONAL TELEVISION PROJECT

Although the primary purpose of the NBC Educational Television Project, undertaken in cooperation with the Educational Television and Radio Center, at Ann Arbor, Mich., is to assist the nation's educational TV stations, some -- or all -- of its five regular weekly programs are being -- or soon will be -- carried by six NBC Owned Stations on a delayed basis by kinescope recording.

The six stations are WRCV-TV, Philadelphia; WRC-TV, Washington, D.C.; WNBC, Hartford, Conn.; WBUF, Buffalo, N.Y.; KRCA, Los Angeles, and -- as previously announced -- WRCA-TV, New York. (The seventh station, WNBQ, Chicago, can not carry the programs, since they are already being telecast by WTTW, Chicago's educational television station.)

Under its plan to provide the first live programming ever to be produced exclusively for educational TV stations on a nation-wide basis, NBC is presenting programs devoted to American literature, world geography, mathematics, American government, and highlights of opera history. The five programs are being sent live from New York to the educational stations over NBC's regular network facilities,

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and the second of the second o  $\widehat{\Phi}_{i}(x, t) = \left\{ \begin{array}{ll} \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \\ \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \end{array} \right\} = \left\{ \begin{array}{ll} \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \\ \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \end{array} \right\} = \left\{ \begin{array}{ll} \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \\ \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \end{array} \right\} = \left\{ \begin{array}{ll} \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \\ \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \end{array} \right\} = \left\{ \begin{array}{ll} \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \\ \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \end{array} \right\} = \left\{ \begin{array}{ll} \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \\ \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \end{array} \right\} = \left\{ \begin{array}{ll} \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \\ \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \end{array} \right\} = \left\{ \begin{array}{ll} \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \\ \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \end{array} \right\} = \left\{ \begin{array}{ll} \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \\ \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \end{array} \right\} = \left\{ \begin{array}{ll} \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \\ \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \end{array} \right\} = \left\{ \begin{array}{ll} \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \\ \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \end{array} \right\} = \left\{ \begin{array}{ll} \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x, t) \\ \widehat{\Phi}_{i}(x, t) & \widehat{\Phi}_{i}(x,$ 

#### 2 - Educational TV

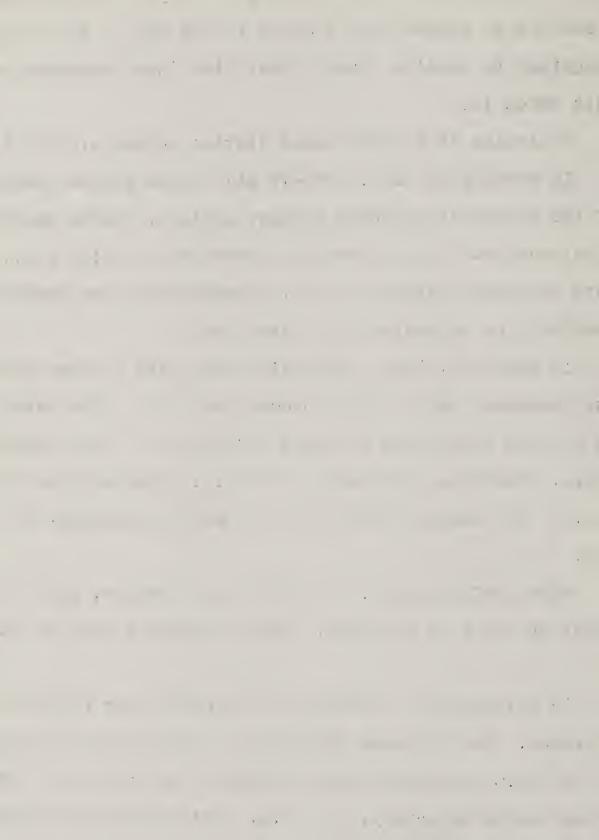
from 6:30 to 7 p.m., EST, Monday through Friday, for 13 weeks this Spring, and are to resume for 13 weeks in the Fall. The stations were linked together to receive their first live interconnected network broadcasts March 11.

Following is the NBC Owned Station schedule: (All times EST)
In Washington, D.C., WRC-TV will begin regular weekly telecasts of the project's programs Sunday, April 7. World geography
will be telecast at 8 a.m., American government at 8:30 a.m., and
highlights of opera history at 9 a.m. Mathematics and American
literature will be scheduled at a later date.

In Hartford, Conn., WNBC will begin its regular weekly telecasts Saturday, April 13, and Sunday, April 14. The Saturday features will be highlights of opera history, at 8 a.m., mathematics, at 8:30 a.m., American government, at 9 a.m., and American literature, at 9:30 a.m. The Sunday feature will be world geography, at 11:30 a.m.

WBUF, Buffalo, N.Y., and KRCA, Los Angeles, plan to carry some or all of the five programs. Their schedules will be announced later.

In Philadelphia, WRCV-TV, is carrying four programs in two weekend blocks. The Saturday features are highlights of opera history, at 5 p.m., and American literature, at 5:30 p.m. The Sunday features are world geography, at 9 a.m., and American government at 9:30 a.m. The mathematics programs will be scheduled at a later date. WRCV-TV began this series of telecasts March 30-31.



#### 3 - Educational TV

In New York City, WRCA-TV is carrying all five programs in two weekend blocks. The Saturday features are mathematics, at 1:30 p.m., and American government, at 2 p.m. The Sunday features are world geography, at 9 a.m., highlights of opera history, at 9:30 a.m., and American literature, at 10 a.m. WRCA-TV began this series of telecasts March 23-24.

The literature program, "The American Scene," covers 13 phases of American writing. Some of the country's most eminent men of letters, including John Dos Passos and John O'Hara, view the American scene on-camera in this program conducted by Dr. Albert D. Van Nostrand, associate professor of English at Brown University, and distinguished actors read from the works of these and other writers.

The realities of geography's impact upon mankind -- and the nature of mankind's impact upon the significance of geography -- are the recurring themes of "Geography for Decision," the program conducted by Albert E. Burke, director of the American Institute of Resource Economics, Hartford, Conn., and director of graduate studies of the Conservation Program, Yale University. Guest experts appear on the program from time to time.

Thirteen scholars eminent in mathematics or related branches of knowledge figure prominently as on-camera expositors in the mathematics program conducted by James R. Newman, editor of "The World of Mathematics." Representatives of the executive, legislative and judicial branches of the Federal Government, including Associate Justice Harold H. Burton of the U.S. Supreme Court, Senator J.W. Fulbright of Arkansas, and Speaker of the House Sam Rayburn, appear

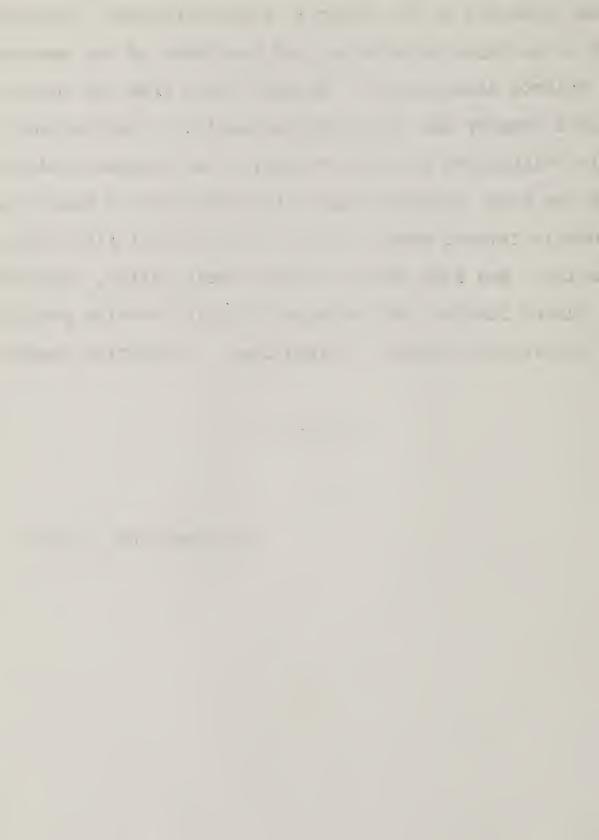


on-camera in "The American Government and the Pursuit of Happiness," the program conducted by Dr. Elmer E. Schattschneider, professor of government at Wesleyan University, and president of the American Political Science Association." Singers drawn from the rosters of the NBC Opera Company and other leading musical organizations are features in "Highlights of Opera History," the program conducted by Dr. Paul Henry Lang, Columbia University professor of musicology and New York Herald Tribune music critic, for its first five weeks, and by Jay Harrison, New York Herald Tribune music editor, thereafter.

Edward Stanley, NBC manager of public service programs, heads the Educational Project. David Lowe is executive producer.

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NBC-New York, 4/5/57



NBC COLOR TELECAST SCHEDULE
April 14 - 20 (All Times EST)

## Sunday, April 14

9-10 p.m. -- ALCOA HOUR -- "Nothing To Lose," by Jerome Ross; starring Ralph Bellamy, James Whitmore and Robert Emhardt.

# Monday, April 15

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Kindest Man in the World."

8-8:30 p.m. -- ADVENTURES OF SIR LANCELOT -- Starring William Russell; tonight's episode entitled "The Bridge."

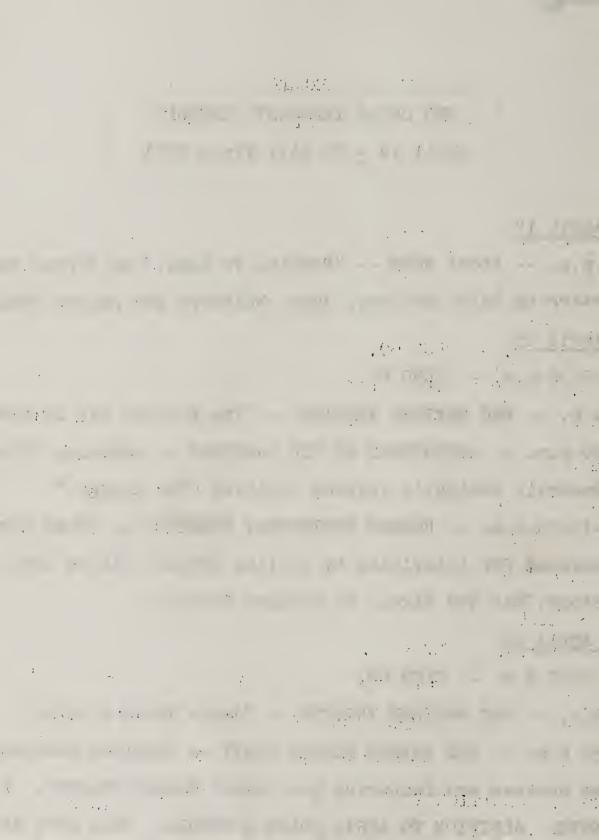
9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS -- "Fear Street," adapted for television by William Kendall Clarke from a short story, "Pat and Mike," by Richard Cornell.

# Tuesday, April 16

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Jamie Takes a Wife."

8-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray as hostess and featuring the Arthur Murray Dancers. (PLEASE NOTE: ADDITION TO APRIL COLOR SCHEDULE. This show starts on April 9.)



### Wednesday, April 17

- 1:30-2:30 p.m. -- CLUB 60.
- 3-4 p.m. -- NBC MATINEE THEATER -- "The Bitter Parting."
- 7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.
- 8-8:30 p.m. -- MASQUERADE PARTY -- With panelists Betsy Palmer,
  Ilka Chase, Bobby Sherwood and Johnny Johnston. Eddie
  Bracken is emcee.
- 9-10 p.m. -- KRAFT TELEVISION THEATRE -- "A Matter of Life," starring Raymond Massey, and also starring Robert Pastene.

# Thursday, April 18

- 1:30-2:30 p.m. -- CLUB 60.
- 3-4 p.m. -- NBC MATINEE THEATER -- "Horsepower."
- 10-11 p.m. -- LUX VIDEO THEATRE -- "The Taggart Light."

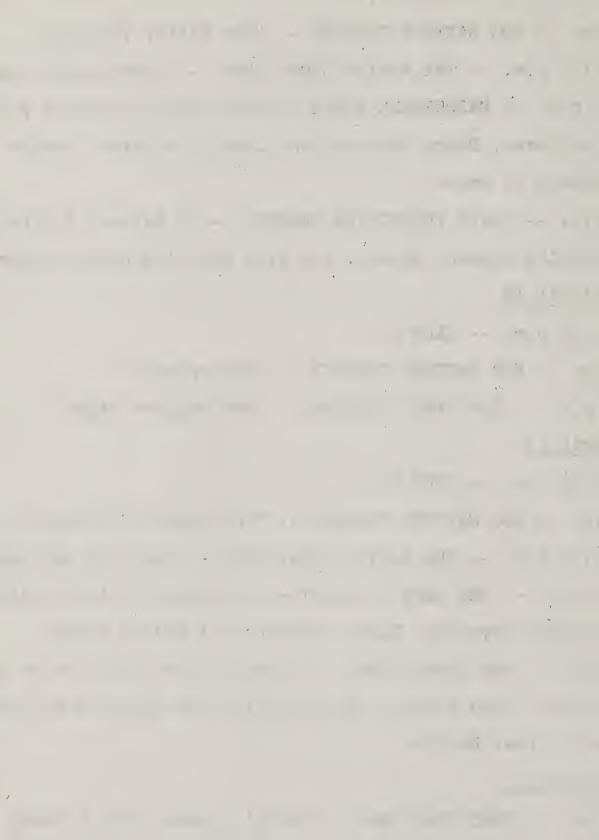
### Friday, April 19

- 1:30-2:30 p.m. -- CLUB 60.
- 3-4 p.m. -- NBC MATINEE THEATER -- "The Story of Joseph."
- 7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.
- 8:30-9 p.m. -- THE LIFE OF RILEY -- Starring William Bendix; with Marjorie Reynolds, Lugene Sanders and Wesley Morgan.
- 9-10 p.m. -- THE CHEVY SHOW -- Starring Dinah Shore, with Sally Forrest, Joey Bishop, The Dunhills, The Skylarks and special guest, Dean Martin.

# Saturday, April 20

8-9 p.m. -- PERRY COMO SHOW -- Perry's guests this evening are Pat Boone and Frankie Laine.

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#### PLEASE NOTE CHANGE IN APRIL COLOR SCHEDULE:

RED BARBER'S CORNER (10:45 or immediately after telecast of fight) will be telecast in black-and-white only Friday, April 12 and thereafter.

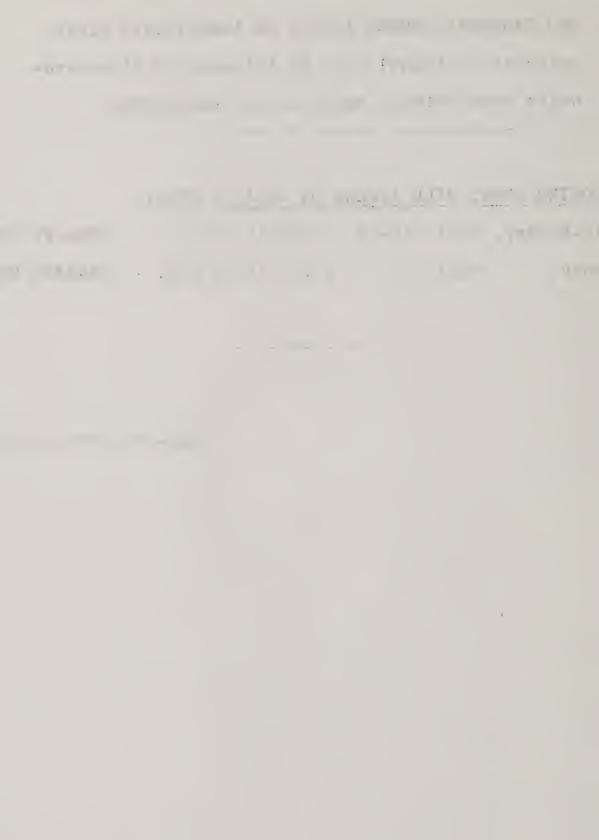
#### THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday-Friday, April 15-19 10:38-10:43 a.m. -- WRCA-TV WINDOW.

Saturday, April 20 11:00-11:15 p.m. -- SAVARIN NEWS.

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NBC-New York, 4/5/57



# MBG RADIO METWORK MEWS

April 5, 1957

# STANDARDS SET BY NBC RADIO FOR SELECTING THE MOST BEAUTIFUL VOICE IN AMERICA!

Rhythm, clarity and the sound of the voice itself are among the characteristics of primary importance to the judges of NBC Radio's "The Most Beautiful Voice in America" contest.

The contest, beginning April 15 at 154 affiliated stations of the NBC Radio Network, was organized to find the nation's "most beautiful" voice. The standards for judging the competition were suggested by Dr. Ormon Drake, New York University speech expert and director of New York's Town Hall. They deal with the following qualities of the speaking voice:

- 1. It must be strong enough to be heard without strain upon the listener.
- 2. It must possess clean individual sounds so that the message may readily be understood.
- 3. Its rhythm must be such that a dynamic rather than a static nature is indicated.

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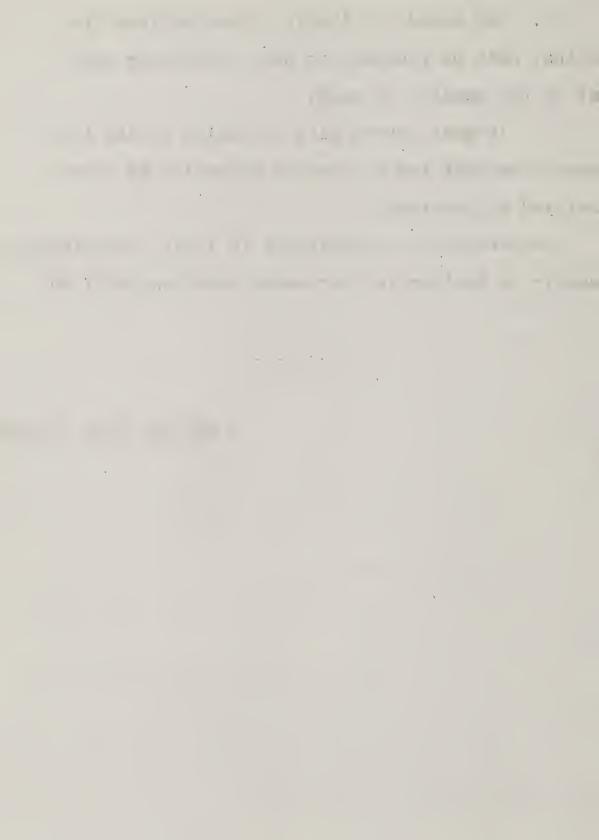
# 2 - "Most Beautiful Voice"

- 4. The sound, by itself, divorced from its meaning, must be pleasant to hear, partaking somewhat of the quality of song.
- 5. It must, above all, be varied in all its elements so that the listener's attention is never penalized by monotony.

Representative contestants in local competitions will be heard weekly on Monitor for six weeks starting April 26.

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NBC-New York, 4/5/57



April 8, 1957

# SPONSORS ORDER \$600,000 IN NEW AND RENEWAL BUSINESS IN ONE WEEK ON NBC RADIO NETWORK

NBC Radio's sales upswing continued last week as almost \$600,000 (net) in new and renewal business was signed by the network, it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

Latest sales for the week ending April 5 include the first order for NBC Radio's new "20-10" Plan, which consists of 10 one-minute and 10 30-second participations a week in the network's Monday-through-Friday, 10 a.m.-4 p.m. (EST) programs. The initial order, placed by the American Dairy Association through Campbell-Mithum, Inc., calls for the advertiser to use the plan for a 13-week campaign starting June 3. Other sponsors placing new orders are:

The Sleep-Eze Company, Inc., through Barton A. Stebbins Advertising Agency, ordered one participation a week in "People Are Funny" (Wednesdays, 8:05 p.m., EST) and two participations a week in "One Man's Family" (Monday-through-Friday, 7:45 p.m., EST) over a 13-week period. Starting dates are to be announced.

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### 2 - Radio Sponsors

S.C. Johnson and Son, Inc., through Foote, Cone and Belding, ordered eight 30-second participations a weekend in "Monitor" for five weeks starting June 28.

The Scholl Manufacturing Company (Dr. Scholl products), through Donahue and Coe, Inc., ordered two one-minute participations a week in "News of the World" (Mondays-through-Fridays, 7:30 p.m., EST) on Tuesdays and Fridays for 11 weeks starting April 16.

The Pharma-Craft Corporation, through J. Walter Thompson, Co., ordered a daily one-minute participation in "News of the World" for two weeks starting April 8.

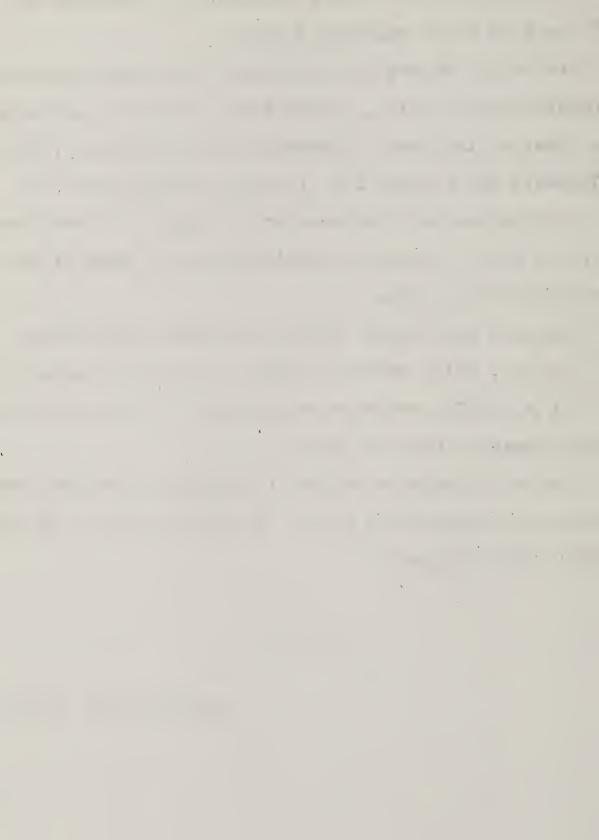
Renewals were placed by the following advertisers:

The Rev. Billy Graham's "Hour of Decision" series on Sundays, 10 p.m. (EST), has been renewed for 52 weeks by Walter F. Bennett and Company, effective April 21.

The Bell Telephone System, through N.W. Ayer and Son., Inc., renewed its sponsorship of the "Telephone Hour" on Mondays, 9 p.m. (EST) effective April 8.

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NBC-New York, 4/8/57



PR-20

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# April 8, 1957

MICKEY ROONEY (AS GEORGE M. COHAN) HEADS STELLAR CAST INCLUDING TERESA BREWER, GLORIA DE HAVEN, JAMES DUNN, EDDIE FOY JR., JUNE HAVOC, ROBERTA SHERWOOD IN 'MR. BROADWAY' COLORCAST

Mickey Rooney heads the all-star cast of MR. BROADWAY, a musical comedy portrait of showman George M. Cohan, which will be telecast <u>Saturday</u>, <u>May 11</u> (NBC-TV, 9-10:30 p.m., EDT, in color and black and white).

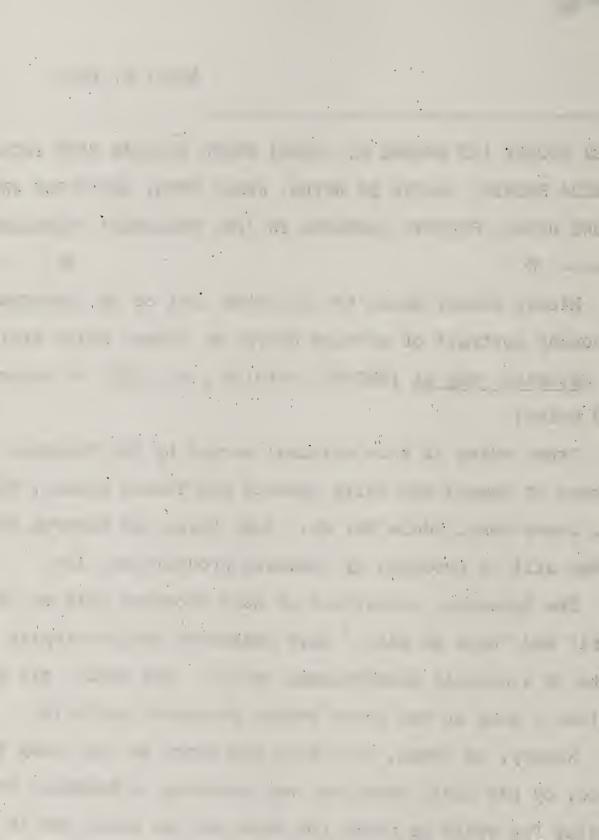
Other stars of this original script by the Broadway play-writing team of Samuel and Bella Spewack are Teresa Brewer, Gloria

De Haven, James Dunn, Eddie Foy Jr., June Havoc and Roberta Sherwood.

The program will be produced by Showcase Productions, Inc.

The Spewacks, co-authors of such Broadway hits as "Boy Meets Girl" and "Kiss Me Kate," have fashioned their teleplay around high spots of a notable showbusiness career. The music, all by Cohan, will include a song or two never before presented publicly.

Rooney, as Cohan, will sing and dance as the cocky little genius who, by his early twenties, was starring on Broadway in a musical play for which he wrote the book and the music and in which he sang, danced and acted. Dunn and Miss Sherwood, who will be making her acting debut, will portray Cohan's parents, and Miss De Haven will play his sister. The four Cohans were a headline vaudeville act.



### 2 - 'Mr. Broadway'

Miss Havoc will portray Trixie Friganza, a vaudeville and musical comedy star of the early 1900s. Miss Brewer's role is that of Fay Templeton, whose singing of "Mary Is a Grand Old Name" in Cohan's "Forty-Five Minutes from Broadway" made both song and singer famous. Foy will enact the part of stagehand Joe Summerhalter, a fictional character created by the Spewacks.

Paul Feigay will be the executive producer, Sidney Lumet the director, George Bassman the music director, Peter Gennaro the choreographer, Noel Taylor the costume designer, and James Russell the set designer.

This is the second special color production sponsored this year by Swift and Co. of Chicago, through McCann-Erickson, Inc., advertising agency. The program will originate at the NBC color studios in Brooklyn, N.Y.

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NBC-New York, 4/8/57



FIESTA TIME IN TRUTH OR CONSEQUENCES, NEW MEXICO, BRINGS STARS, STUNTS, RODEO, CONTESTS AND GENERAL GAYETY TO TOWN

The tiny desert town of Truth or Consequences, New Mexico, will be bursting at the seams again this year from Thursday, April 25 through Sunday, April 28 as thousands of visitors gather to help celebrate the annual Ralph Edwards! TRUTH OR CONSEQUENCES Fiesta.

Bob Barker, emcee of the NBC-TV audience-participation program, Ralph Edwards, the show's creator, and many other prominent personalities will join the former contestants, tourists, beauty contest hopefuls, rodeo experts and others taking part in the giant fiesta.

The festivities will open with a welcoming dinner on April 25; then on the 26th, there'll be a beard judging contest, an old fiddler's contest, a beauty contest and one of the largest rodeos in the Southwest.

The spirit of celebration will continue the following day with a huge parade, followed by additional rodeo competition. That evening, Barker will emcee a special presentation of "Truth or Consequences," and Edwards will present a stage version of "This Is Your Life," saluting a famous celebrity. (NOTE: THESE WILL NOT BE TELECAST.)



### 2 - 'Truth or Consequences'

A dance for alumni contestants of the program will climax the day.

Sunday, the final day of the fiesta, will be devoted to religious services in the morning and finals of the giant rodeo in the afternoon. The nation's top hands in the arts of roping, bulldogging and bronco-busting will be competing for \$2,000 in prize money.

Formerly known as Hot Springs, the town of Truth or Consequences adopted its present name in 1950 -- the year that the radio version of the show celebrated its tenth anniversary.

On that anniversary, city fathers of the desert resort and recreation center called an election that resulted in a landslide vote in favor of adopting the new name. That year and every year since, Ralph Edwards and the "T or C" organization has visited the town for a fiesta.

"Truth or Consequences" is now seen on NBC-TV, Mondays through Fridays, 11:30 a.m., EST.

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NBC-New York, 4/8/57

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### CREDITS FOR 'MAJOR LEAGUE BASEBALL' SERIES ON NBC-TV

DAY AND TIME:

Saturdays starting April 6 and continuing through Sept. 28; starting times to be announced, depending on location of game. (NOTE: Program will not be carried by any station within 50 miles of a major league park or in certain other areas.)

PROGRAM COVERAGE:

Telecasts of 24 regular season major league games and two pre-season exhibition contests. The schedule includes games of all National League teams and most of the American League clubs.

COMMENTATORS:

Leo Durocher, Lindsey Nelson and Jim Woods.

PRODUCER:

Perry Smith

DIRECTOR:

Harry Coyle

SPONSOR:

One-quarter sponsorship by R.J.

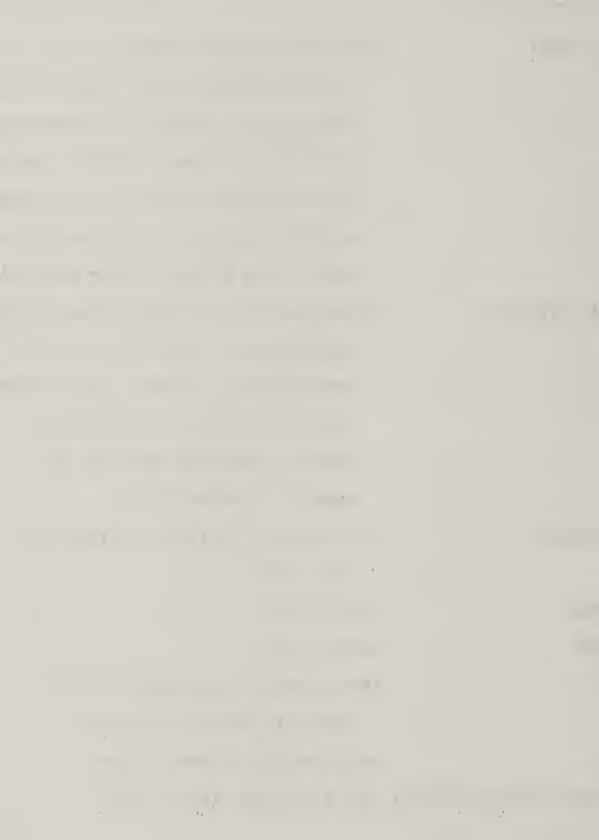
Reynolds Tobacco Company.

AGENCY:

William Esty Company, Inc.

NBC PRESS REPRESENTATIVE: Bob Goldwater (New York).

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April 8, 1957

NINE NOTED ARTISTS ARE SIGNED FOR THREE OPERAS
IN SECOND ANNUAL TOUR OF NBC OPERA COMPANY

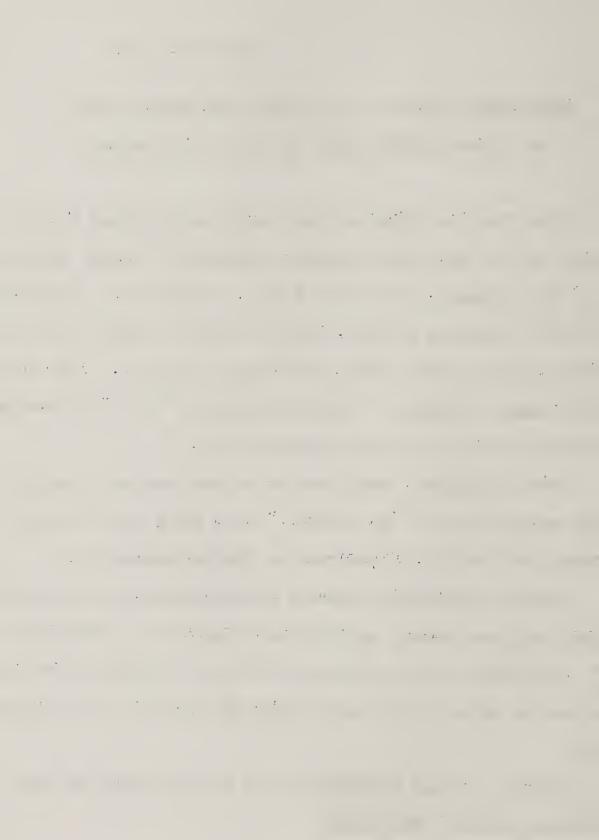
Nine distinguished artists have been signed for the second annual tour of the NBC Opera Company, Chandler Cowles, general manager of the company, announced today. They are: John Alexander, Frances Bible, Adelaide Bishop, Shirlee Emmons, Igor Gorin, Elaine Malbin, Mac Morgan, Emile Renan and Luigi Vellucci. They will appear in "The Marriage of Figaro," "Madam Butterfly" and "La Traviata," three favorite works in operatic repertoire.

John Alexander, American tenor who scored notably in NBC's television production of "La Boheme," will sing the roles of Alfredo in "La Traviata" and Lt. Pinkerton in "Madam Butterfly."

Frances Bible will appear as Cherubino, Adelaide Bishop as Susanna and Shirlee Emmons as Countess Almaviva in "The Marriage of Figaro." All three artists received critical plaudits for their performances in these roles during the NBC Opera's first annual tour last year.

Germont in "La Traviata" will be portrayed by Igor Gorin, an outstanding concert baritone.

Elaine Malbin, acclaimed by music lovers and critics alike, will sing the roles of Cio Cio San in "Butterfly" and Violetta in



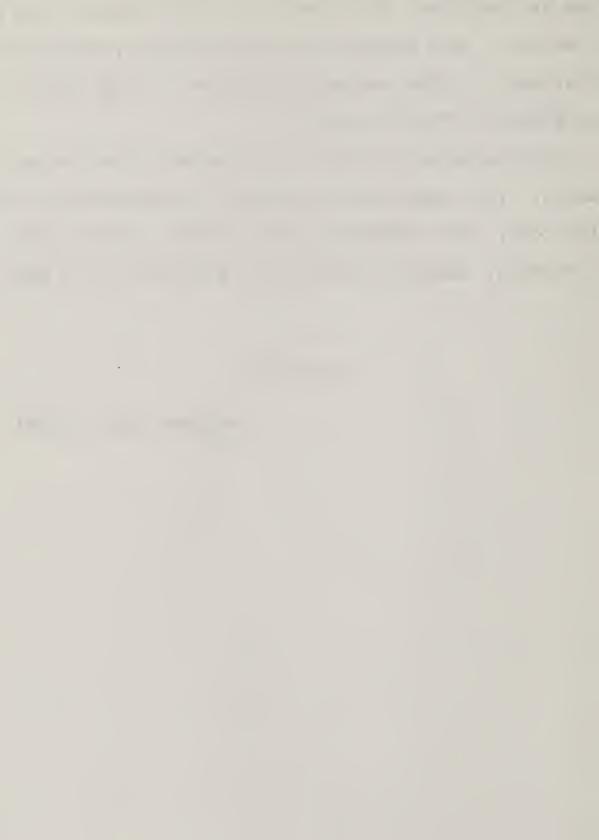
### 2 - NBC Opera Company

"Traviata." Among those to be featured in "Madam Butterfly" are Mac Morgan as Sharpless, Emile Renan as Prince Yamadori and Luigi Vellucci as Goro. Mac Morgan will portray Figaro, and Emile Renan will be Bartolo, in "The Marriage of Figaro." Luigi Vellucci will appear as Gaston in "La Traviata."

Other prominent artists to be added to the company will be announced. The company will present 70 performances in 57 cities during the tour. The conductors will be Peter Herman Adler and Herbert Grossman. Samuel Chotzinoff is producer of the NBC Opera Company.

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NBC-New York, 4/8/57



### BOSTON PRESS CLUB TO HONOR STEVE ALLEN

NBC-TV's Steve Allen will add a new award to his notable list of honors when he receives a citation from the Boston Press Club at its annual banquet April 22. The citation:

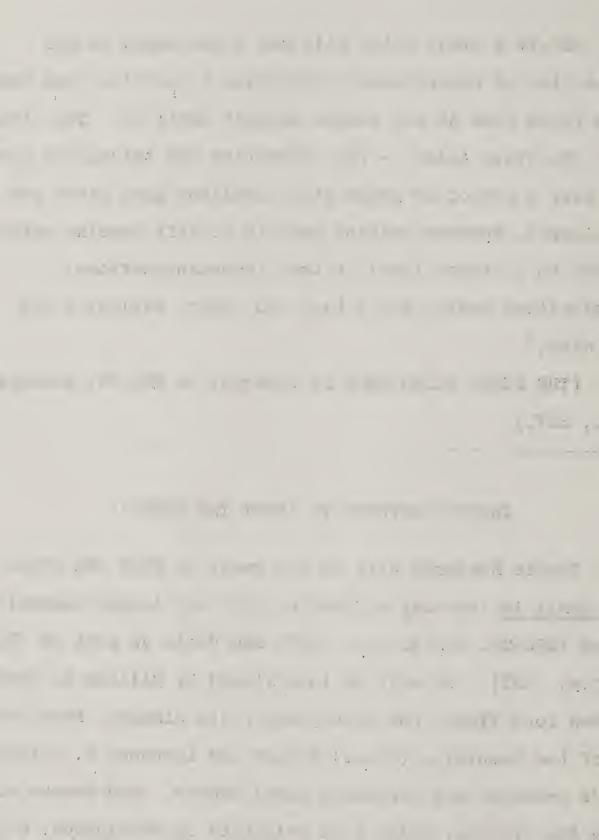
"To Steve Allen -- for conducting his television programs over a period of years with unfailing good taste and intelligence, thereby helping greatly to lift popular entertainment to a higher level in this important national communications medium which has, too often, neglected the adult mind."

(THE STEVE ALLEN SHOW is telecast on NBC-TV, Sundays, 8 p.m., EST.)

#### JACKIE ROBINSON TO 'MEET THE PRESS'

Jackie Robinson will be the guest on MEET THE PRESS

Sunday, April 14, the day before the 1957 big league baseball season opens (NBC-TV, 6-6:30 p.m., EST; NBC Radio as part of "Monitor,"
6:35-7 p.m., EST). He will be interviewed by William H. Lawrence
of the New York Times, NBC sportscaster Jim Simpson, Frank van der
Linden of the Nashville (Tenn.) Banner and Lawrence E. Spivak, the
program's producer and permanent panel member. Ned Brooks will
moderate the program, which will originate in Washington, D.C.





COPIES X-H

April 9, 1957

MORE THAN \$80,000,000 IN GROSS SALES ALREADY RECORDED FOR NBC-TV'S

1957-58 NIGHTTIME PROGRAMMING REPRESENTING 60 PER CENT

INCREASE OVER SAME PERIOD LAST YEAR

Advance Fall nighttime sales at NBC-TV have surged ahead at an unprecedented rate, with more than \$80,000,000 in gross billings recorded by April 5, William R. (Billy) Goodheart, Vice President, Television Network Sales, announced today.

Mr. Goodheart said the orders represent an increase of 60 per cent over the network's Fall nighttime sales position of exactly a year ago.

The sales include orders for four new NBC-TV series, renewals for an additional seven series and time periods, and an order for "The Steve Allen Show." In detail, the orders are:

(1) "The Chevy Show," a new hour-long series of variety programs starring Dinah Shore and other top entertainers to be sponsored by the Chevrolet Motor Division of General Motors Corp. every Sunday evening over NBC-TV in the 9-10 p.m., NYT time period for 52 weeks starting Oct. 6. Miss Shore will star in a substantial number of the shows, using the same variety format which has made her current NBC-TV hour series for Chevrolet one of network television's

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top-rated programs. It is planned that the entire series will be telecast in color.

Campbell-Ewald, Inc., is the advertising agency for the Chevrolet Motor Division.

(2) A new hour-long weekly variety series teaming Eddie Fisher and George Gobel each week, with the two stars alternating as host and guest, starting Sept. 24. The series will be seen in the Tuesday evening 8-9 p.m., NYT time period, sponsored alternately by the Liggett and Myers Tobacco Company for its Chesterfield Cigarettes, and the Radio Corporation of America and Whirlpool Corporation.

McCann-Erickson, Inc., is the advertising agency for the Liggett and Myers Tobacco Co. Kenyon & Eckhardt, Inc., represents the Radio Corporation of America and the Whirlpool Corp.

- (3) "The Gisele MacKenzie Show," a new half-hour music and comedy series to be telecast over NBC ever Saturday evening 9:30-10 p.m., NYT starting Sept. 21, and sponsored by the Scott Paper Co. J. Walter Thompson Co. is the advertising agency.
- (4) The Aluminum Company of America and the Goodyear Tire and Rubber Co. will alternate sponsorship of a new half-hour series to be announced. It will be presented Monday evenings 9:30-10 p.m., NYT, starting Oct. 7. Fuller and Smith and Ross, Inc., is the advertising agency for Alcoa. Young and Rubicam, Inc., represents Goodyear.
- (5) The Liggett and Myers Tobacco Co. and Max Factor's Cosmetics have purchased the Saturday evening 9-9:30 p.m., NYT time period starting Sept. 28 for alternate sponsorship of a new program to be announced. The agency for Liggett and Myers is McCann-Erickson, Inc. Doyle, Dane, Bernbach, Inc. represents Max Factor.

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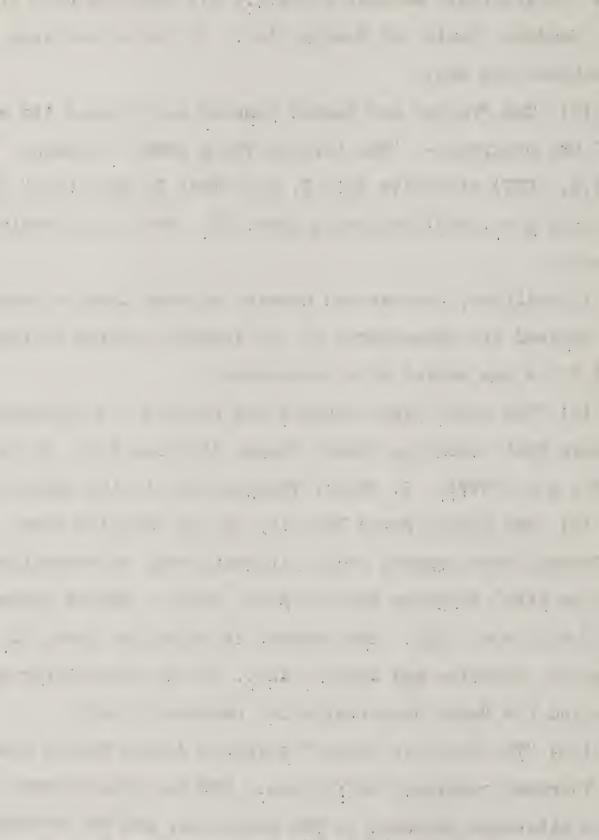
#### 3 - NBC-TV Sales

- (6) S.C. Johnson and Son, Inc., will sponsor "The Steve Allen Show" on alternate Sundays 8-9 p.m., NYT starting July 7, for 52 weeks. Needham, Louis and Brorby, Inc., is the advertising agency for S.C. Johnson and Son.
- (7) The Procter and Gamble Company has renewed its sponsorship of two programs -- "The Loretta Young Show" (Sundays, 10-10:30 p.m., NYT) effective July 7, and "This Is Your Life" (Wednesdays, 10-10:30 p.m., NYT) beginning Sept. 25. Benton and Bowles, Inc., is the agency.

In addition, Procter and Gamble, through Compton Advertising, Inc., has renewed its sponsorship of the Tuesday evening 9-9:30 p.m., NYT period for a new series to be announced.

- (8) The Scott Paper Company has renewed its sponsorship of "Father Knows Best" starring Robert Young, starting Sept. 25 (Wednesdays, 8:30-9 p.m., NYT). J. Walter Thompson Co. is the agency.
- (9) The DeSoto Motor Division of the Chrysler Corp. and the Toni Company have renewed their alternate week sponsorships of "You Bet Your Life" starring Groucho Marx, seen on NBC-TV Thursday evenings, 8-8:30 p.m., NYT. The renewal is effective Sept. 26. Batten, Barton, Durstine and Osborn, Inc., is the advertising agency for DeSoto and the North Advertising Co. represents Toni.
- (10) "The People's Choice" starring Jackie Cooper and seen on NBC-TV Thursday evenings, 9-9:30 p.m., NYT has been renewed by both of its alternate sponsors -- The Borden Co. and the Procter and Gamble Co., both through Young and Rubicam, Inc.

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April 9, 1957

# SUMMER AND FALL PROGRAMMING, SALES AND PROMOTION PLANS ARE DISCUSSED BY AFFILIATES' COMMITTEES AND TOP OFFICIALS OF NBC RADIO NETWORK

Chicago, April 9 -- Plans for Summer and Fall programming, sales and promotion were discussed here today at a meeting attended by members of the Executive and Program Committees of affiliates of the NBC Radio Network and top network officials.

The network's plans were presented by Matthew J. Culligan,
Vice President in charge of the Radio Network. Harry Bannister,
Vice President in charge of Station Relations, presided at the meeting.
Other NBC Radio Network executives present were: Charles R. Denny,
Executive Vice President, Operations; David C. Adams, Executive Vice
President, Corporate Relations; Jerry A. Danzig, Vice President,
Radio Network Programs; Donald Mercer, Director of Station Relations,
and George A. Graham, Director, Radio Network Sales Planning.

George Harvey, Vice President and General Manager, WFLA, Tampa, Fla., was elected Chairman and Secretary of the NBC Radio Network Affiliates' Executive Committee. He succeeds Lester Lindow of WFDF, Flint, Mich.

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### 2 - Summer and Fall Programming

Other Executive Committee members who attended the meeting were: J. Leonard Reinsch, WSB, Atlanta, Ga.; Harold Hough, WBAP, Ft. Worth, Tex.; David Baltimore, WBRE, Wilkes-Barre, Pa.; G. Bennett Larson, KDYL, Salt Lake City, Utah; George Wagner, KFI, Los Angeles, Calif.; Richard Mason, WPTF, Raleigh, N.C.; and Harold Grams, KSD, St. Louis, Mo.

Members of the Program Advisory Committee who attended the meeting were: Alex Keese, WFAA, Dallas, Tex.; William Warren, KOMO, Seattle, Wash.; and Frank Gaither, WSB, Atlanta, Ga. Mr. Grams, formerly a member of the Program Advisory Committee, was elected to the Executive Committee at today's meeting to fill the vacancy created when Mr. Lindow left the Committee. Mr. Gaither was elected to fill Mr. Grams' place on the Program Advisory Committee.

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NBC-New York, 4/9/57

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### NBC TRADE NEWS

# SCOTT PAPER CO. RENEWS 'FATHER KNOWS BEST' SPONSORSHIP FOR THIRD CONSECUTIVE YEAR

The Scott Paper Company will sponsor NBC-TV's family comedy series FATHER KNOWS BEST, starring Robert Young, for the third consecutive season effective Sept. 25, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales.

The 52-week renewal was placed through the J. Walter Thompson Company, advertising agency for the Scott Paper Co.

"Father Knows Best," telecast on Wednesdays from 8:30 to 9 p.m., EST, has won many national honors, including the Sylvania Award and a Christopher Award, since it made the transition to television from NBC Radio. Last month Robert Young received the TV "Emmy" Award for "Best Continuing Performance (Actor) in a Dramatic Series, Half Hour or Less."

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NBC-New York, 4/9/57

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CAST, CREDITS AND SCENES FOR 'SALUTE TO BASEBALL' COLORCAST ON NBC-TV

'SATURDAY COLOR CARNIVAL' STARRING GENE KELLY AS HOST

SATURDAY, APRIL 15 (9 TO 10:30 P.M., EST)

CAST

Gene Kelly, host.

### Baseball Stars:

Johnny Antonelli, New York Giants Ernie Banks, Chicago Cubs Joe DiMaggio, Baseball Hall of Fame Bob Friend, Pittsburgh Pirates Lefty Grove, Baseball Hall of Fame Gabby Hartnett, Baseball Hall of Fame George Kell, Baltimore Orioles Ted Kluszewski, Cincinnati Redlegs Harvey Kuenn, Detroit Tigers Don Larsen, New York Yankees Mickey Mantle, New York Yankees Ed Mathews, Milwaukee Braves Stan Musial, St. Louis Cardinals Don Newcombe, Brooklyn Dodgers Billy Pierce, Chicago White Sox Pee Wee Reese, Brooklyn Dodgers Robin Roberts, Philadelphia Phillies

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## CAST (CONT'D)

Herb Score, Cleveland Indians
Harry Simpson, Kansas City Athletics
Pie Traynor, Baseball Hall of Fame
Ted Williams, Boston Red Sox
Eddie Yost, Washington Senators

Special Guest -- Baseball Commissioner Ford C. Frick

### Guest Stars:

Janis Paige

Tony Bennett

Paul Winchell and Jerry Mahoney

Ed Gardner

Robert Alda

Bill Hayes

Happy Felton and His Knothole Gang

Mel Allen

Frank Fontaine

Pat Marshall

Robert Strauss

CREDITS

EXECUTIVE PRODUCER:

Barry Wood

PRODUCER:

Joe Cates

DIRECTOR:

Barry Shear

ASSOCIATE PRODUCER AND

SPECIAL COMPOSER:

Ervin Drake

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# 3 - 'Salute to Baseball' -- Cast and Credits

CREDITS (CONT'D)

WRITERS: Ray Allen and Harvey Bullock.

SUPERVISED FOR BASEBALL BY: Frank Slocum

MUSIC DIRECTOR: Harry Sosnik

CHORAL DIRECTOR: Earl Rogers

CHOREOGRAPHER: Bob Herget

SET DESIGNER: Jan Scott

COSTUMES BY: Joe Mostoller

TECHNICAL DIRECTOR: Heino Ripp

LIGHTING DIRECTOR: Walter O'Meara

AUDIO DIRECTOR: Fred Christie

UNIT MANAGER: Rick Kelly

ASSOCIATE DIRECTOR: Marcia Kuyper

ANNOUNCER: Don Pardo

SPONSORS AND AGENCIES: Oldsmobile Division of General Motors

Corporation (through D.P. Brother

Company, Inc.); Radio Corporation

of America and Whirlpool Corpora-

tion (both through Kenyon and

Eckhardt, Inc.).

ORIGINATION: NBC's Colonial Theatre in New York.

NBC PRESS REPRESENTATIVE: Bob Goldwater (New York).

SCENE SYNOPSES

1. INTRODUCTION -- Song, "This Is the Year," with Gene Kelly and entire cast of ball players, guest stars and dancers.

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## SCENE SYNOPSES (CONT'D)

- 2. MOST VALUABLE PLAYERS -- Mickey Mantle and Don Newcombe interviewed by Gene Kelly.
- 3. ROOKIE OF THE YEAR -- Comedy sketch with Frank Fontaine and Robert Alda.
- 4. JANIS PAIGE -- Singing "I Hadn't Anyone 'Til You" and a second song.
- 5. WORLD SERIES HIGHLIGHTS--Film clips of recent World Series thrills
  including: catches by Al Gionfriddo,
  Willie Mays and Sandy Amoros; home
  runs by Mickey Mantle and Dusty Rhodes;
  the last few innings of Don Larsen's
  perfect game in 1956.
- 6. DON LARSEN -- Interviewed by Gene Kelly.
- 7. "KNOW-HOW" -- Comedy song, with Janis Paige, Tony

  Bennett, Robert Alda, Paul Winchell

  and Jerry Mahoney.
- 8. DUGOUT SKETCH -- With Happy Felton and His Knothole Gang,
  Paul Winchell and Jerry Mahoney, and
  baseball stars.
- 9. TONY BENNETT -- Singing "Wonderful One" and "One for My Baby."
- 10. "TWO-TOP GRUSKIN" -- Comedy sketch starring Ed "Archie"

  Gardner with Robert Alda.

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## SCENE SYNOPSES (CONT'D)

11. BASEBALL MEDLEY --

Tony Bennett: "This Is the Year."

Winchell-Mahoney: "Jolting Joe DiMaggio."

Janis Paige: "Baseball! Baseball!"

Dancers and Singers: "Brooklyn Dodgers

Jump."

Pat Marshall and Mickey Mantle: "I Love Mickey."

12. DREAM OUTFIELD --

Ted Williams, Joe DiMaggio and Stan

Musial, the "Dream Outfield" of past

20 years, interviewed by sportscaster

Mel Allen.

13. BASEBALL GREATS --

Film clips of famous stars including
Ty Cobb, Christy Mathewson, Walter
Johnson and Babe Ruth. Tribute to
Ruth read by Gene Kelly.

14. BILL HAYES --

Duet with Pat Marshall, "Love You"; and solo, "On the Outside Lookin' In."

15. "THE PEOPLE SPEAK" --

Comedy sketch with Robert Alda interviewing three baseball fans: Robert
Strauss, Betty Walker and Joe Julian.

16. HALL OF FAME --

Filmed views of Hall of Fame at Cooperstown, N.Y., and presentation by Gene Kelly of three Hall of Fame heroes:
Pie Traynor, Gabby Hartnett and Lefty Grove.

- 17. BASEBALL COMMISSIONER FORD C. FRICK.
- 18. FINALE -- Song, "Take Me out to the Ball Game," with entire cast.

NBC-New York, 4/9/57

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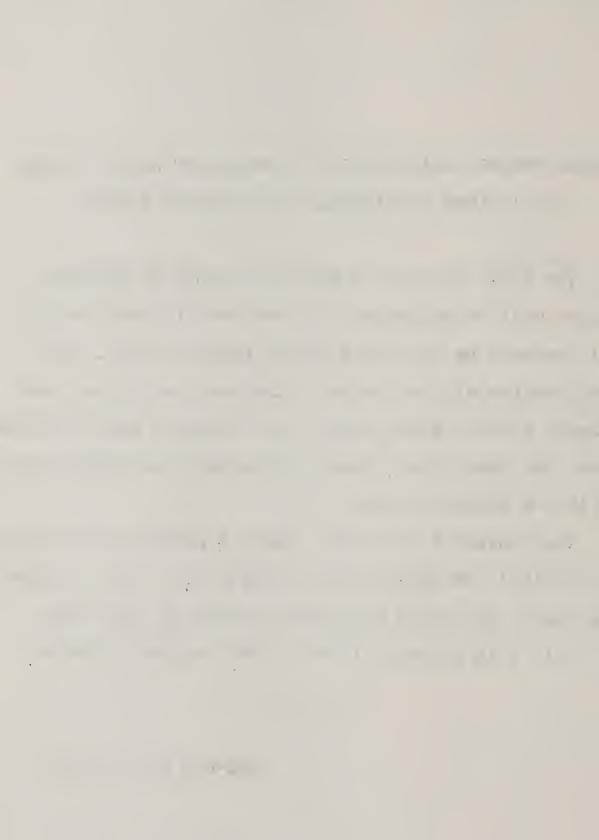
# ARMED FORCES RADIO SERVICE TO BROADCAST AUDIO PORTION OF 'SALUTE TO BASEBALL' TO OVERSEAS POINTS

The audio portion of NBC-TV's SALUTE TO BASEBALL colorcast will be broadcast via shortwave to service personnel overseas by the Armed Forces Radio Service. The special program will be heard in Iceland, Greenland, Newfoundland, Europe, North Africa, the northern part of South America, the Canal Zone, Cuba, Puerto Rico and aboard Navy ships in the Atlantic Ocean.

The "Salute to Baseball" show is NBC-TV's "Saturday Color Carnival" on April 13 (9 to 10:30 p.m., EST). Major League stars, and guest performers headed by emcee Gene Kelly, will join in the tribute to the national pastime.

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NBC-New York, 4/9/57



# PUBLIC SERVICE AWARDS OF NATIONAL SAFETY COUNCIL ARE PRESENTED TO NBC-TV AND RADIO NETWORKS

The NBC Television and NBC Radio Networks have received 1956 Public Interest Awards presented by the National Safety Council for "exceptional service to safety."

The awards, presented annually to public information media, also went to the Armed Forces Radio Network, 117 radio and 38 television stations, 28 daily and 13 weekly newspapers, 13 general circulation and 33 specialized magazines, 40 advertisers, 23 outdoor and two transportation advertising companies, and three transit systems.

Ned H. Dearborn, Council president, announced the awards today (Tuesday, April 9) and said that a review of the entries "shows beyond question the tremendous contribution of mass communication media to the safety movement."



April 10, 1957

# BATTLES BETWEEN FOOTBALL POWERS ARE LISTED ON SCHEDULE OF COLLEGIATE GAMES TO BE TELECAST BY NBC IN FALL

The schedule of collegiate football games to be telecast nationally next Fall by the NBC Television Network was announced today by Tom S. Gallery, NBC sports director, and Robert J. Kane, chairman of the Television Committee of the National Collegiate Athletic Association.

NBC, which also carried the NCAA grid schedule in 1951, 1952, 1953, 1955 and 1956, was awarded the 1957 rights by the NCAA television committee last month. The network then submitted a proposed schedule of national telecasts, which the committee approved.

Eight of the nine dates on the nationwide TV schedule are Saturdays. The ninth is Thanksgiving Day, when three games in different parts of the country will be presented on a split-network basis.

Two Saturdays have been reserved for Big Ten games, to be selected after the season gets under way. Grid powers to be viewed on coast-to-coast telecasts will include Oklahoma, the nation's top team the past two years; Texas A. & M. and Miami, ranked fifth and sixth, respectively, last Fall; and Michigan State and Pittsburgh,

entropie de la companya de la compa La companya de la co also among the high-ranked teams. The annual Army-Navy struggle continues as one of the top attractions on the TV slate.

Launching the 1957 "Game of the Week" series on Saturday, Sept. 21 will be an intersectional clash in the Cotton Bowl at Dallas between Maryland and Texas A. & M., the undefeated Southwest Conference champion last year. On the next two Saturdays two more intersectional contests will be telecast, both pitting Big Ten Conference teams against foes in the Pacific Coast Conference. The Saturday, Sept. 28 game matches Northwestern against Stanford. On Saturday, Oct. 5, the Michigan State-California game will follow NBC-TV's telecast of the World Series.

The two Big Ten battles come up on Saturday, Oct. 19 and Saturday, Nov. 2. Both games will be selected as the conference race progresses.

Mighty Oklahoma meets Notre Dame in the <u>Saturday</u>, <u>Nov. 16</u>

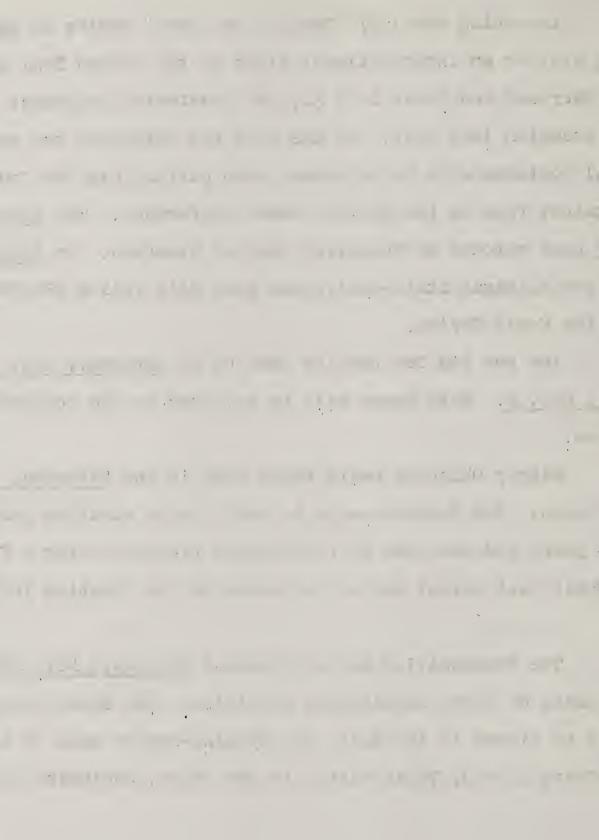
TV attraction. The Sooners swept to their third straight perfect season last year, and now have 40 consecutive victories over a four-year span. Their last defeat was at the hands of the Fighting Irish in 1953.

The Thanksgiving Day arrangement Thursday, Nov. 28 calls for telecasts of three traditional rivalries. The Brown-Colgate contest will be viewed in the East, the Wyoming-Denver game in the West, and the Texas A. & M.-Texas battle in the South, Southwest and Midwest.

The 58th Army-Navy meeting will be televised <u>Saturday</u>,

Nov. 30 from Philadelphia's huge Municipal Stadium. The <u>Saturday</u>,

Dec. 7 tussle between Miami and Pittsburgh in the Orange Bowl Stadium will conclude the TV schedule.



#### 3 - Football Schedule

The NCAA football plan for 1957 also calls for regional telecasts on four Saturdays -- Oct. 12, Oct. 26, Nov. 9 and Nov. 23. Arrangements for telecasts on these dates will be made by the individual colleges and conferences in the various NCAA districts.

The schedule of national telecasts follows:

Saturday, Sept. 21 -- Texas A. & M. vs. Maryland at Dallas, Tex.

Saturday, Sept. 28 -- Stanford vs. Northwestern at Palo Alto, Calif.

Saturday, Oct. 5 -- California vs. Michigan State at Berkeley, Calif.

Saturday, Oct. 19 -- Big Ten game (to be selected).

Saturday, Nov. 2 -- Big Ten game (to be selected).

Saturday, Nov. 16 -- Oklahoma vs. Notre Dame at Norman, Okla.

Thursday, Nov. 28 -- Brown vs. Colgate at Providence, R.I. (East).

Denver vs. Wyoming at Denver, Colo. (West).

Texas A. & M. vs Texas at College Station, Tex.

(South, Southwest and Midwest).

Saturday, Nov. 30 -- Army vs. Navy at Philadelphia, Pa.

Saturday, Dec. 7 -- Miami vs. Pittsburgh at Miami, Fla.

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NBC-New York, 4/10/57

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NBC COLOR TELECAST SCHEDULE For May, 1957 (All Times EDT)

#### Wednesday through Friday, May 1-3

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER.

#### Wednesday, May 1

7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.

8-8:30 p.m. -- MASQUERADE PARTY -- With panelists Betsy Palmer,

Ilka Chase, Bobby Sherwood and Johnny Johnston. Eddie Bracken
is emcee.

9-10 p.m. -- KRAFT TELEVISION THEATRE.

## Thursday, May 2

10-11 p.m. -- LUX VIDEO THEATRE -- "The Hard Way."

## Friday, May 3

7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.

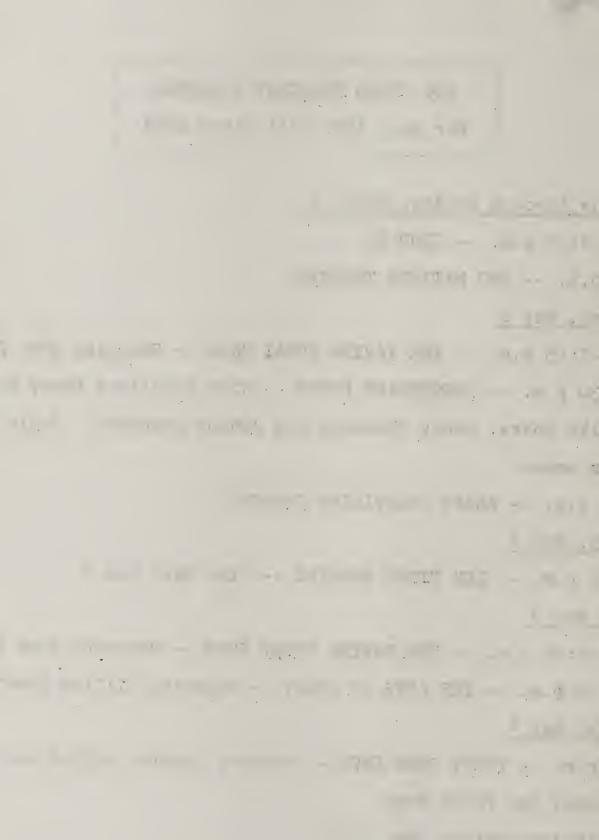
8:30-9 p.m. -- THE LIFE OF RILEY -- Starring William Bendix.

## Saturday, May 4

8-9 p.m. -- PERRY COMO SHOW -- Perry's guests tonight are Gene Autry and Patti Page.

## Monday through Friday, May 6-10

1:30-2:30 p.m. -- CLUB 60.



## 2 - NBC Color Telecast Schedule for May, 1957

## Monday through Friday, May 6-10 (Cont'd)

3-4 p.m. -- NBC MATINEE THEATER

## Monday, May 6

8-8:30 p.m. -- THE ADVENTURES OF SIR LANCELOT -- Starring William Russell.

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS.

#### Tuesday, May 7

8-8:30 p.m. -- THE ARTHUER MURRAY PARTY -- Starring Kathryn Murray.

## Wednesday, May 8

7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.

8-8:30 p.m. -- MASQUERADE PARTY.

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Flesh and Blood" starring Victor Jory and Tommy Sands.

## Thursday, May 9

10-11 p.m. -- LUX VIDEO THEATRE.

## Friday, May 10

7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.

8:30-9 p.m. -- THE LIFE OF RILEY.

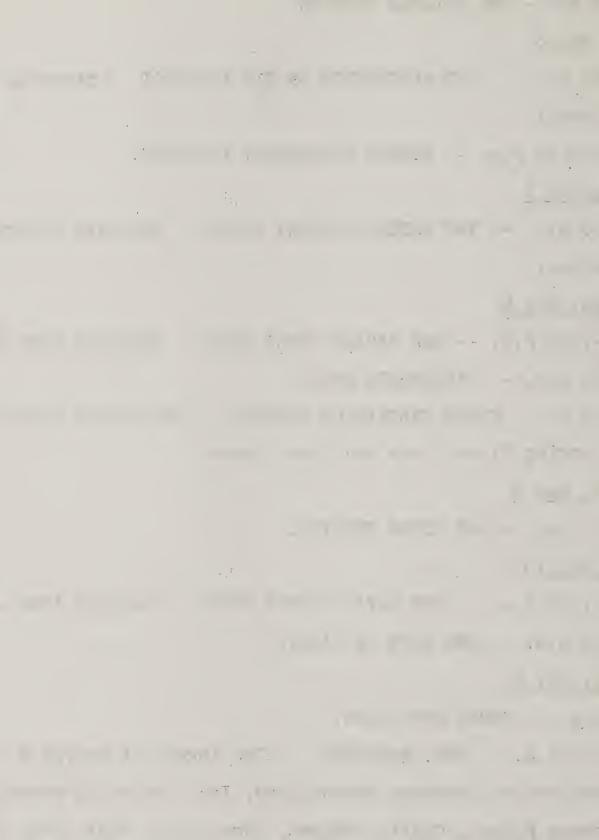
## Saturday, May 11

8-9 p.m. -- PERRY COMO SHOW.

9-10:30 p.m. -- "MR. BROADWAY" -- The legend of George M. Cohan; produced by Showcase Productions, Inc.; starring Mickey Rooney, Teresa Brewer, Gloria deHaven, James Dunn, Eddie Foy, Jr., June Havoc and Roberta Sherwood.

## Sunday, May 12

9-10 p.m. -- THE GOODYEAR PLAYHOUSE -- "A Will to Live." (more)



## 3 - NBC Color Telecast Schedule for May, 1957

#### Monday through Friday, May 13-17

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER.

#### Monday, May 13

8-8:30 p.m. -- THE ADVENTURES OF SIR LANCELOT -- Starring William Russell.

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS.

## Tuesday, May 14

8-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

## Wednesday, May 15

7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.

8-8:30 p.m. -- MASQUERADE PARTY.

9-10 p.m. -- KRAFT TELEVISION THEATRE.

## Thursday, May 16

10-11 p.m. -- LUX VIDEO THEATRE.

## Friday, May 17

7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.

8:30-9 p.m. -- THE LIFE OF RILEY.

9-10 p.m. -- THE CHEVY SHOW -- Starring Dinah Shore.

## Saturday, May 18

8-9 p.m. -- PERRY COMO SHOW.

## Sunday, May 19

9-10 p.m. -- THE ALCOA HOUR -- "Protege," an original teleplay by Philo Higley.

# Monday through Friday, May 20-24

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER

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## 4 - NBC Color Telecast Schedule for May, 1957

#### Monday, May 20

8-8:30 p.m. -- THE ADVENTURES OF SIR LANCELOT.

#### Tuesday, May 21

8-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

#### Wednesday, May 22

7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.

8-8:30 p.m. -- MASQUERADE PARTY.

9-10 p.m. -- KRAFT TELEVISION THEATRE.

#### Thursday, May 23

10-11 p.m. -- LUX VIDEO THEATRE.

#### Friday, May 24

7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.

8:30-9 p.m. -- THE LIFE OF RILEY.

## Saturday, May 25

8-9 p.m. -- PERRY COMO SHOW.

## Sunday, May 26

9-10 p.m. -- THE GOODYEAR PLAYHOUSE -- "The Treasure Hunters," starring Roddy McDowall and Rex Thompson.

# Monday through Friday, May 27-31

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER.

## Monday, May 27

8-9:30 p.m. -- PRODUCERS' SHOWCASE -- "Festival of Magic" -An international magic show with Ernie Kovacs as emcee, Richard
Cardini, Milbourne Christopher (Consultant), Robert Harbin,
June Merlin, Rene Septembre and P.C. Sorcar.

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#### 5 - NBC Color Telecast Schedule for May, 1957

# Monday, May 27 (Cont'd)

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS.

#### Tuesday, May 28

8-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

#### Wednesday, May 29

8-8:30 p.m. -- MASQUERADE PARTY.

9-10 p.m. -- KRAFT TELEVISION THEATRE.

#### Thursday, May 30

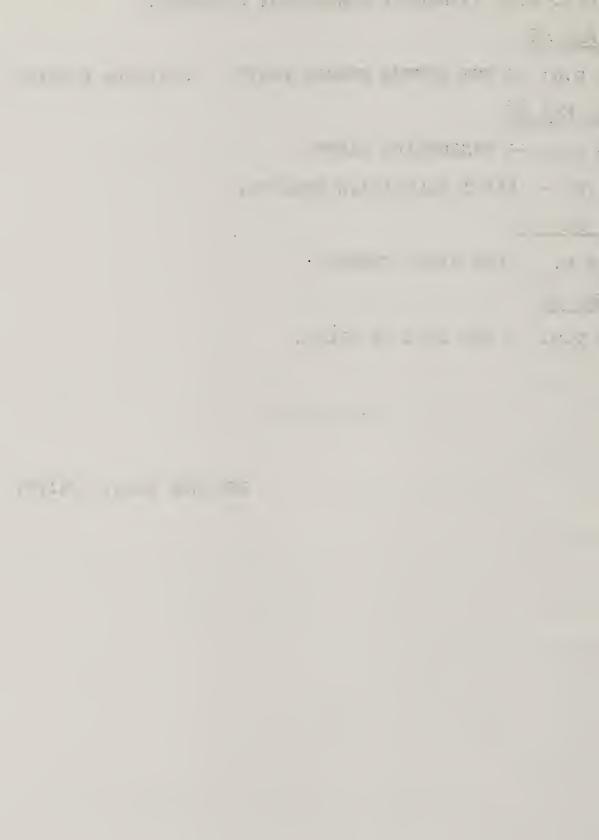
10-11 p.m. -- LUX VIDEO THEATRE.

## Friday, May 31

8:30-9 p.m. -- THE LIFE OF RILEY.

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NBC-New York, 4/11/57



POLAROID CORP. AND DRACKETT CO. WILL SPONSOR ONE-THIRD OF SIX 'STEVE ALLEN SHOWS' IN SECOND QUARTER OF YEAR

The Polaroid Corporation and the Drackett Company each will sponsor one-third of six STEVE ALLEN SHOWS on NBC-TV Sundays (8-9 p.m., EST) during the second quarter of the year, William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales, announced today.

Polaroid, for its Land Cameras, will sponsor one-third of the following programs: April 21, May 5, May 12, May 26, June 9 and June 23. Doyle-Dane-Bernbach, Inc., is the advertising agency for the Polaroid Corporation.

Drackett, for its Windex, Draino and Twinkle, will sponsor one-third of the program on May 5, May 12, May 19, May 26, June 2 and June 9. Young and Rubicam, Inc., represents the Drackett Company.

Other advertisers sponsoring one-third of the "Steve Allen Show" on various dates during the next three months are the Greyhound Corp., U.S. Time Corp. and the Andrew Jergens Co.

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#### NBC-TV NEWS

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	CAST, CREDITS AND SYNOPSIS OF NBC OPERA COMPANY'S COLORCAST	
	OF VERDI'S "LA TRAVIATA" SUNDAY, APRIL 21 (2-4 P.M., EDT)	
*		Ve line

Verdi's opera "La Traviata" in English will be the final production of the NBC Opera Company's eighth season <u>Sunday</u>, <u>April 21</u> (NBC-TV, 2-4 p.m., EDT, in color and black and white). Details on cast and credits, and a story synopsis follow:

#### CAST

Violetta	Elaine Malbin
Alfredo Germont	John Alexander
The Elder Germont	
Baron Douphol	William Chapman
Marquis d'Obigny	Emile Renan
Gaston	Luigi Vellucci
Dr. Grenvil	Chester Watson
Flora	Bonnie Murray
Annina	Berte Goapere
Giuseppe	Richard Drause
Dancers	Eda Lioy and Jonathan
	Watts
CONDUCTOR	

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#### CREDITS

Samuel Chotzinoff
Peter Herman Adler
Kirk Browning
Joseph Machlis
Charles Polacheck
George Schick
Ed Wittstein
David Sarser
Felix Popper
John Schwartz
Robert Joffrey
Earle Harris
Herbert Greeley
Robert Philippe
Virginia Darcy

#### SYNOPSIS

The story of "La Traviata" is a classic romance in constant public favor. Verdi's opera is based on the play "Camille" by Alexandre Dumas, Fils.

Numerous productions of the play in this country, including the memorable film with Greta Garbo, won enthusiastic audiences. Piave's libretto for the opera follows the play closely, making some deletions mainly to speed the action.

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#### 3 - 'La Traviata' -- Cast and Credits

The <u>First Act</u> opens in Violetta's lovely house in Paris. She is giving a lavish party for friends, including an admirer, the Baron Douphol; a friend Gaston, Dr. Grenvil; Flora and other demimondaines. Gaston introduces Violetta to his friend Alfredo Germont.

Alfredo has loved her from afar for a year, and during her recent illness had asked after her every day. Violetta is flattered. She becomes ill during her party and has to rest. All of the others go on partying, but Alfredo watches over her. He bids her take care of herself and declares his love. Violetta does not encourage him. When all of the guests leave, Alfredo too is sent away, but Violetta coquettishly gives him a flower and says he may return when it has withered. Left by herself she muses on the possibility of this honest love, but dismisses it as a foolish thought and impossible for her.

In <u>Act Two</u> Violetta and Alfredo have become lovers. They are living together in a Summer home outside of Paris. Alfredo learns from her maid that Violetta has been selling all her valuables to keep them both in the country. He goes off to Paris to raise some money. While he is gone his father, the elder Germont, calls and first demands, then begs Violetta to give up his son. He realizes that Violetta is in love but points out that Alfredo's sister's forthcoming marriage will be broken off if her brother persists in this scandalous affair. And he also warns Violetta against the time when she will no longer be young and beautiful.

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## 4 - 'La Traviata' -- Cast and Credits

Violetta, with her heart breaking, agrees to give up Alfredo. She writes him a letter after Germont is gone. After she leaves for Paris to a ball at Flora's, Alfredo reads the letter. He is bitter with rage and will not be comforted by his father who has returned.

In the <u>Third Act</u>, Violetta is at Flora's party with Baron Douphol. Alfredo comes in and asks her to come away with him. She refuses and he denounces her. He throws at her the money he has won at cards, saying that now he has repaid her.

The <u>Fourth Act</u> finds Violetta abed, dying of consumption. She is with her doctor and maid. All her elegant friends have deserted her and she is near poverty. The doctor tells the maid she cannot live the day out and leaves. Alfredo returns and has an ecstatic reunion with Violetta. They plan to leave Paris together. But her strength fails. The elder Germont comes to give them his blessing, but it is too late. Violetta dies in the arms of Alfredo.

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NBC-New York, 4/11/57

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# MIKE WALLACE AND DON LANG TO CHAT ABOUT 'ART OF INTERVIEWING' ON 'CONVERSATION'

Techniques and objectives used in "The Art of Interviewing" will be discussed by Mike Wallace and Don Lang on NBC Radio's CONVERSATION program Thursday, April 18 (8:30 to 9 p.m., EST). Mr. Wallace has won wide recent attention with his TV interview show on a local New York station. Mr. Lang has demonstrated his ability as a top-flight interviewer in his profile articles appearing in the New Yorker Magazine. Clifton Fadiman is moderator of "Conversation."

#### NBC RADIO TO BROADCAST HIGHLIGHTS OF SENATE LABOR HEARINGS

NBC Radio will carry highlights of the Senate committee investigating labor practices in the building trades when hearings are resumed Tuesday, April 16. The tape-recorded highlights will be broadcast Tuesday night from 9:05 to 10 p.m., EST. According to the chairman, Senator John L. McClellan (D.-Ark.), the committee will investigate alleged "strong-arm" tactics on the part of some unions, and will concentrate on unions in the Scranton, Pa., and Syracuse, N.Y. areas.

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#### NBC-TV NEWS

'HALLMARK HALL OF FAME' MAKES PRINTS OF 'CRADLE SONG' COLORCAST

AVAILABLE FREE TO HIGH SCHOOLS AND COLLEGES

Prints of THE HALLMARK HALL OF FAME 90-minute colorcast of "Cradle Song," which was presented on NBC-TV May 6, 1956, will be made available free of charge to high schools and colleges immediately.

Hallmark Cards, sponsors of the teleplay, will finance the processing and distribution of prints through Association Films, Inc., whose regional libraries are in Ridgefield, N.J., Chicago, Dallas and San Francisco, where application for use of the films may be made.

The Hallmark company, in cooperation with NBC, previously had made available prints of the television versions of "Macbeth" and "Richard II," which have been shown in 4,000 schools. Maurice Evans produced these, as well as "Cradle Song."

"Cradle Song," which won several awards, starred Judith Anderson, Siobhan McKenna, Evelyn Varden, Barry Jones, Anthony Franciosa and Deirdre Owens.

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April 12, 1957

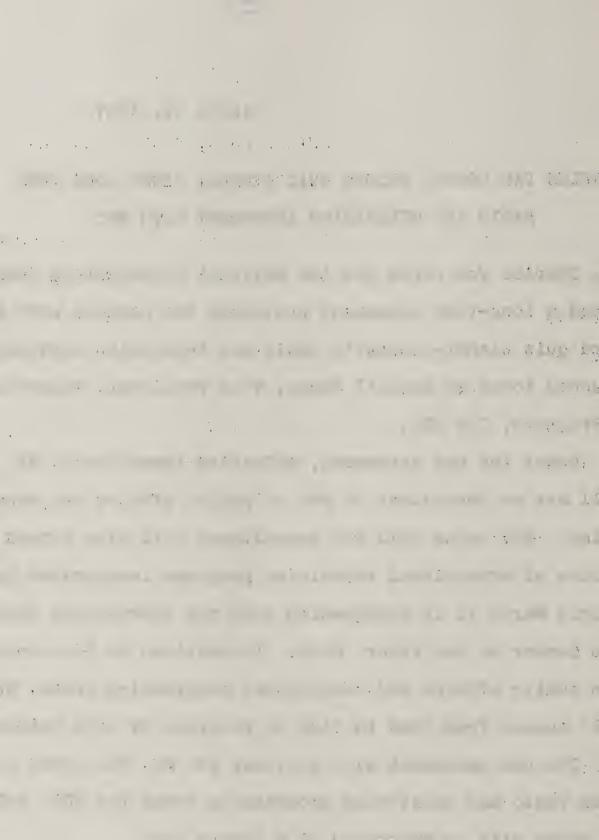
# CHARLES VAN DOREN, RECORD QUIZ WINNER, SIGNS LONG-TERM RADIO AND TELEVISION AGREEMENT WITH NBC

Charles Van Doren and the National Broadcasting Company have signed a long-term agreement providing the network with all of the record quiz winner-teacher's radio and television services, it was announced today by Emanuel Sacks, Vice President, Television Network Programs, for NBC.

Under the new agreement, effective immediately, Mr. Van
Doren will act as consultant to NBC on public affairs and educational
programming. Mr. Sacks said his consultancy will also extend to
NBC's series of educational television programs inaugurated by the
network this March 11 in cooperation with the Educational Television
and Radio Center at Ann Arbor, Mich. In addition to his consultancy
duties in public affairs and educational programming areas, Mr. Van
Doren will appear from time to time on programs of this nature.

The new agreement also provides for Mr. Van Doren to create new radio and television programming ideas for NBC. Details on these shows will be announced at a future date.

Mr. Sacks said that Mr. Van Doren plans to continue his teaching activities as a Columbia University English instructor.



#### 2 - Charles Van Doren

Television viewers across the country watched Mr. Van
Doren win \$129,000 this season on NBC-TV's top-rated "Twenty-One"
program. A 1947 graduate of St. John's College in Annapolis, Md.,
he took graduate courses at Columbia University and at Jesus College,
Cambridge University, England. He has written a biography of Civil
War naval hero William B. Cushing, titled "Lincoln's Commando," to
be published this Spring. Since 1955, the 30-year-old bachelor has
been teaching English at Columbia University, where his father,
Mark, and uncle, Carl, taught before him. Both father and uncle are
former Pulitzer Prize winners, Mark Van Doren for his "Collected
Poems" in 1940 and Carl Van Doren for his biography of Benjamin
Franklin in 1939.

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NBC-New York, 4/12/57





April 12, 1957

PHARMA-CRAFT TO SPONSOR HALF OF 'STEVE ALLEN SHOW'
ON ALTERNATE WEEKS STARTING JULY 14

The Pharma-Craft Corporation will sponsor one-half of NBC-TV's STEVE ALLEN SHOW on alternate weeks starting July 14. The advertiser also will sponsor one-third of the June 23 and June 30 programs, William R. (Billy) Goodheart, Jr., Vice President, NBC Television Network Sales, announced today.

The order was placed through J. Walter
Thompson Company, advertising agency for PharmaCraft, and calls for the advertiser to sponsor the
program over a 65-week period for its Fresh Deodorant
and Coldene.

Last week, S.C. Johnson and Son, Inc., signed for full sponsorship of the "Steve Allen Show" on 26 alternate weeks starting July 7.

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# NBC'S "YOUTH WANTS TO KNOW" AND "BOB AND RAY" WIN GEORGE FOSTER PEABODY AWARDS

### FOR RELEASE TUESDAY, P.M., APRIL 16

NBC's "Youth Wants To Know" and "Bob and Ray" have won 1956 George Foster Peabody Awards for "distinguished achievement" in television and radio.

"Youth Wants To Know" was chosen by the Peabody Awards committee as the top television program for youth or children. The program "effectively combines news, education and entertainment," the committee said, and "is a commendable response by television to its obligations to the citizen of tomorrow."

Bob Elliot and Ray Goulding received the Peabody Award for the year's best radio entertainment. "Bob and Ray have continued to provide us with some of the finest comedy available in our land today," the committee said. "Their aim is deadly; their level is high; and their material is fresh, original, imaginative, and terribly funny."

The awards were presented today (Tuesday, April 16) at a luncheon meeting of the Radio and Television Executives Society of New York. Taking part in the presentations were publisher Bennett Cerf, chairman of the Peabody advisory board, and Dean John E. Drewry (more)

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#### 2 - Peabody Awards

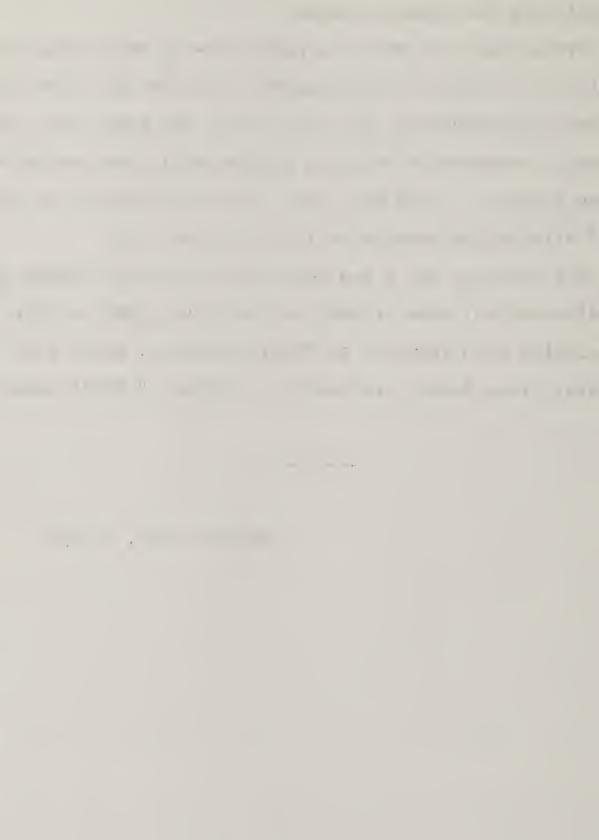
of the Henry F. Grady School of Journalism, University of Georgia, which administers the Peabody Awards.

"Youth Wants To Know," a panel show on which boys and girls fire questions at leaders in government, business and other fields, was launched on NBC-TV Sept. 8, 1951, and on NBC Radio Sept. 28, 1952. The program is produced by Theodore Granik and is seen on NBC-TV on alternating Sundays, 3-3:30 p.m., EST, and on NBC Radio, as part of "Monitor," alternating Sundays at 10:30-11 p.m., EST.

Bob and Ray, who a few years ago were disc jockeys on a Boston radio station, were brought to New York by NBC in 1951. Their skits, including such regulars as "Mary Backstage, Noble Wife" and "Sportscaster Steve Bosco" are heard on "Monitor," NBC's weekend radio service.

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NBC-New York, 4/12/57



'KRAFT TV THEATRE,' 'HALL OF FAME' AND 'NBC OPERA THEATRE' WIN SATURDAY REVIEW AWARDS FOR 'DISTINGUISHED ACHIEVEMENT'

#### FOR RELEASE MONDAY, APRIL 15

Three NBC-TV programs have won awards presented by the Saturday Review for "distinguished achievement in the public interest." The programs, sponsors and award citations are:

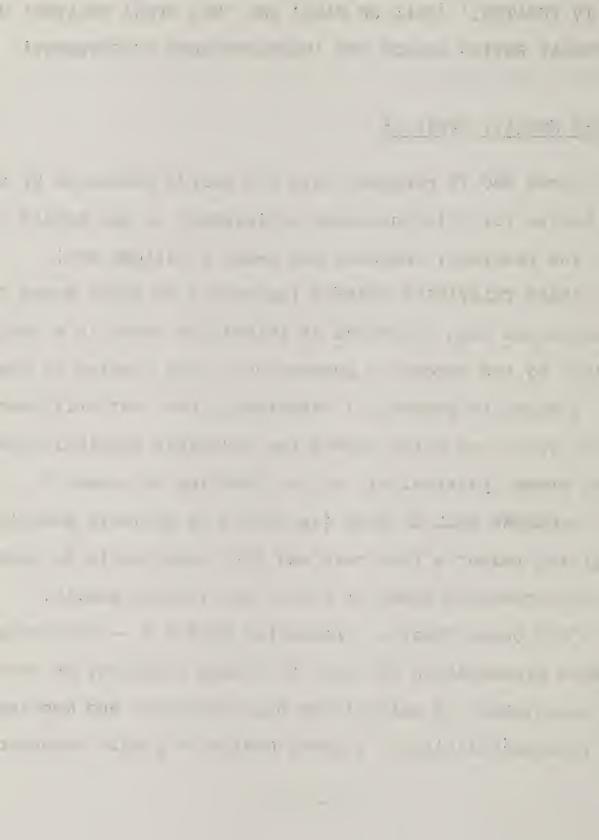
KRAFT TELEVISION THEATRE (sponsored by Kraft Foods Co.)

-- "For sustained high standards of television drama in a series made notable by the memorable production of the sinking of the Titanic, 'A Night to Remember,' technically the most brilliant broadcast of the year, one which showed the technical possibilities of television drama, particularly in the handling of crowds."

HALLMARK HALL OF FAME (sponsored by Hallmark Greeting Cards)
-- "For giving talent a free rein and full opportunity to present
serious and impressive works of art to the viewing public."

"NBC Opera Theatre," presented by N B C -- "For original and valuable presentation of opera to a mass audience, an outstanding achievement in maintaining high standards and meeting the cultural responsibilities of a great medium of public communication."

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NBC COLOR TELECAST SCHEDULE
April 21 - 27 (All Times EST)

# Sunday, April 21

PR-20

- 2-4 p.m. -- NBC OPERA COMPANY PRESENTS VERDI'S "LA TRAVIATA" -- With Elaine Malbin, John Alexander and Igor Gorin; and with Herbert Grossman conducting. A new English version by Joseph Machlis.
- 9-10 p.m. -- THE GOODYEAR PLAYHOUSE -- "The Gene Austin Story,"
  by Ernest Kinoy; starring George Grizzard and Eddie Andrews,
  with Scott McKay, Jerome Cowan and Phyllis Newman.

# Monday, April 22

1:30-2:30 p.m. -- CLUB 60.

8-8:30 p.m. -- THE ADVENTURES OF SIR LANCELOT -- Starring William Russell. Tonight's episode is entitled "Lady Lilith."

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS -- "The Vigil," by Ladislas Fodor and starring Farley Granger.

# Tuesday, April 23

1:30-2:30 p.m. -- CLUB 60.

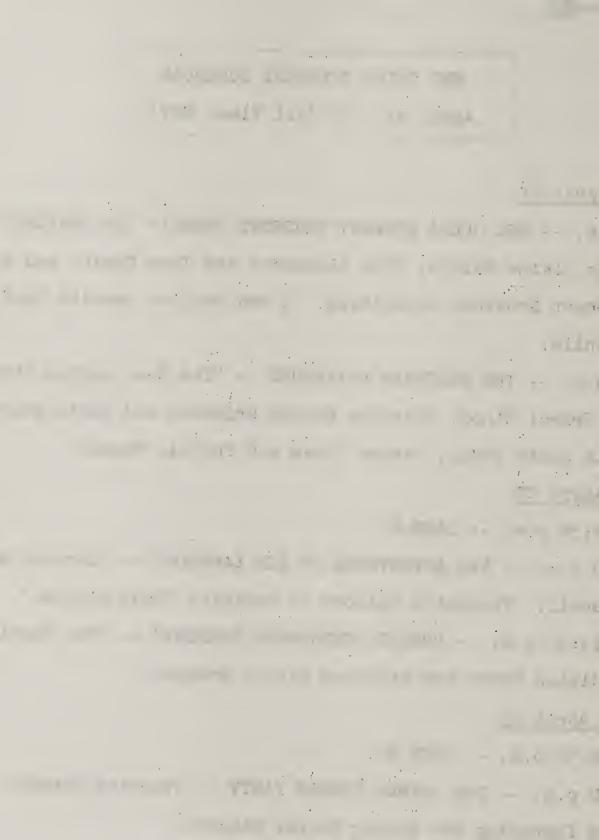
8-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray and featuring the Arthur Murray Dancers.

# Wednesday, April 24

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Pushover." (more)

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK



#### Wednesday, April 24

- 7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW, Starring Abbe Lane.
- 8-8:30 p.m. -- MASQUERADE PARTY -- With panelists Betsy Palmer,

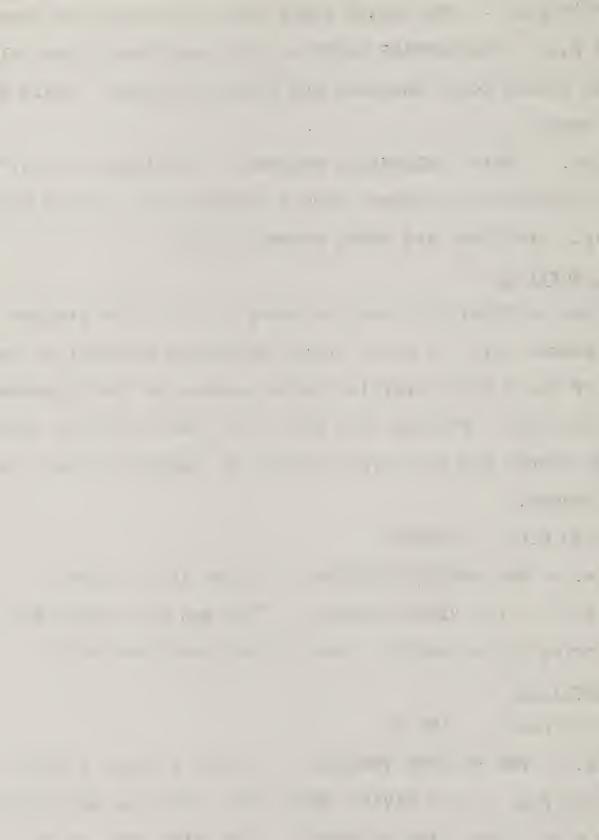
  Ilka Chase, Bobby Sherwood and Johnny Johnston. Eddie Bracken
  is emcee.
- 9-10 p.m. -- KRAFT TELEVISION THEATRE -- "A Night of Rain," adapted for television by Robert Howard Lindsay from Jacques Duval's play. Nina Foch and Roddy McDowall star.

#### Thursday, April 25

- 7-10 a.m. -- TODAY With Dave Garroway -- Six color pickups from
  Milwaukee, Wis. in honor of the Milwaukee Carnival of Color TV.
  Cliff Evans will interview three members of the Milwaukee
  Braves Club. Pickups also will cover the Wisconsin "mutation mink story" and the effect of the St. Lawrence Seaway on
  Milwaukee.
- 1:30-2:30 p.m. -- CLUB 60.
- 3-4 p.m. -- NBC MATINEE THEATER -- "Ashes in the Wind."
- 10-11 p.m. -- LUX VIDEO THEATRE -- "The Man Who Played God," starring Boris Karloff, June Lockhart and Mary Astor.

# Friday, April 26

- 1:30-2:30 p.m. -- CLUB 60.
- 3-4 p.m. -- NBC MATINEE THEATER -- "A Hat, a Coat, a Glove."
- 7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW, Starring Abbe Lane.
- 8:30-9 p.m. -- THE LIFE OF RILEY -- "The High Cost of Riley" -- starring William Bendix as Chester A. Riley.



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### Saturday, April 27

8-9 p.m. -- THE PERRY COMO SHOW -- Frankie Laine is one of Perry's guests tonight.

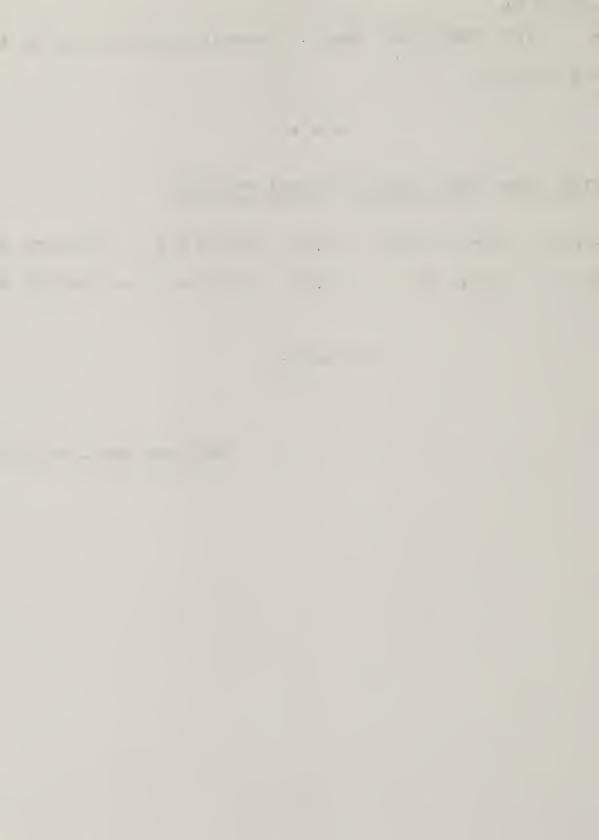
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# THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday-Friday April 22-26 10:38 - 10:43 a.m. -- WRCA-TV WINDOW. Saturday April 27 11:00 - 11:15 p.m. -- SAVARIN NEWS.

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NBC-New York, 4/12/57





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	SILVER	ANNIVERSARY	BELLS	RING	OUT	FOR	"ONE	MAN'S	FAMILY	
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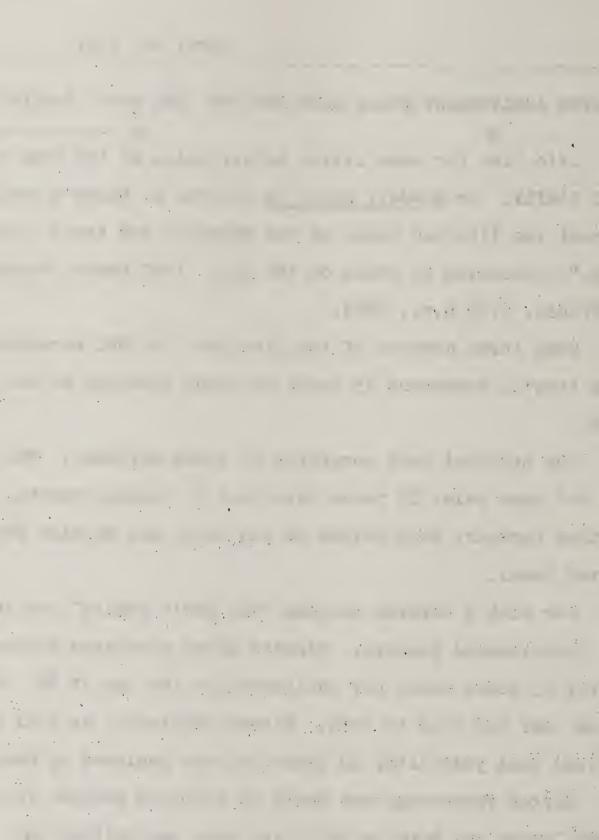
It's time for some silver bell-ringing at the home of ONE MAN'S FAMILY. On Monday, April 29 Carlton E. Morse's radio series about the life and times of the Barbours and their "bewildering offspring," celebrates 25 years on the air. (NBC Radio, Monday through Friday, 7:35 p.m., EST).

When three members of the clan face the NBC microphone on that date they'll represent 75 years of doing business at the same old stand.

The original cast consisted of seven Barbours. The trio still in the same roles 25 years later are J. Anthony Smythe, who plays Father Barbour; Page Gilman as son Jack, and Bernice Berwin as daughter Hazel.

For such a veteran program "One Man's Family" has had remarkably long-tenured players. Minetta Ellen portrayed Mother Barbour for 23 years until her retirement at the age of 80. Mary Adams took over the role in 1955. Michael Raffetto, as Paul Barbour, also retired that year after 23 years and was replaced by Russell Thorson. Barton Yarborough was heard as Clifford Barbour for 19 years. Following his death in 1951, the part was written out of the script.

(more)



The family, including grandchildren, great-grandchildren and in-laws, now numbers nearly thirty. Over 1,500 other actors have played parts in the various episodes through the past 25 years.

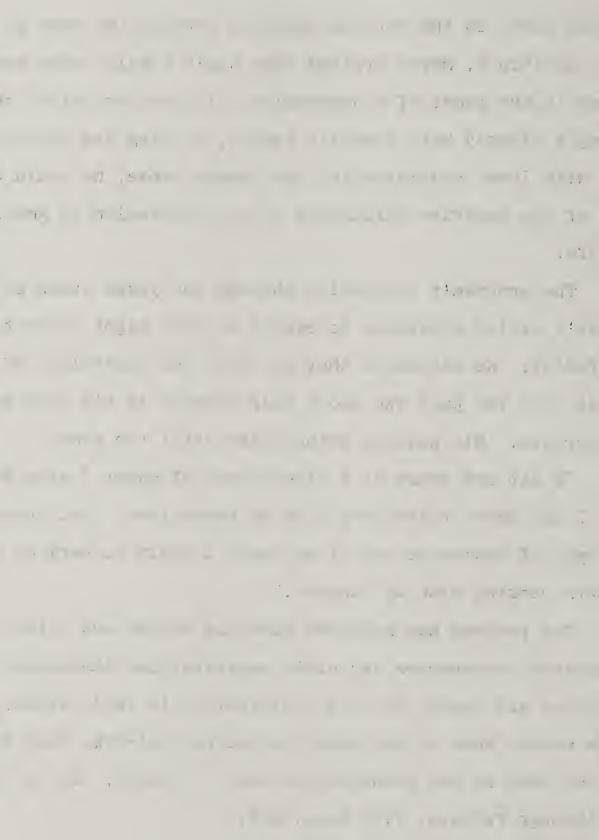
Carlton E. Morse created "One Man's Family" when the nation was in the midst of a depression. It was his belief that by presenting a closely knit symbolic family, solving its day-to-day problems with love, understanding and common sense, he could counteract some of the negative influences of the depression on American family life.

The program's popularity through the years stems primarily from Morse's strict adherence to events as they might occur to any average family. He estimates that he wrote the equivalent of 75 fat novels over the past two and a half decades in his "One Man's Family" scripts. His writing methods are still the same.

"I sit and stare at a blank sheet of paper," says Morse,
"because I can never think away from my typewriter. But once I
get a couple of sentences out of my head, I begin to warm up and my
mind starts working with my fingers."

The program has received numerous awards and citations from magazines, newspapers and civic organizations throughout the United States and Canada for its contribution to radio drama. Except for a few months when it was heard on another network, "One Man's Family" has been an NBC presentation since it began. It is heard Mondays through Fridays, 7:45 p.m., EST.

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CAST FOR 'THE GENE AUSTIN STORY' ON 'GOODYEAR PLAYHOUSE'

Cast list for "The Gene Austin Story," true life account of one of America's first successful crooners, to be colorcast on NBC-TV's GOODYEAR PLAYHOUSE Sunday, April 21 (9 p.m., EST).

Starring George Grizzard as......Gene Austin

Phyllis Newman as.....Ruth Austin

Bubber Johnson as.....Tubbs Norman

Russell Hardie as......Norsen

Alonzo Bozan as......Blind Hammond

Henry Lascoe as......August Knapp

Mort Marshall as.....Little Murdo

Wayne Howell as.....Friendly Freddy

Jack Costello as......Announcer

Herbert Hirshman will direct the teleplay. The dramatization is by Ernest Kinoy.

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NBC-New York, 4/15/57

#### CREDITS FOR NBC-TV'S "TALES OF WELLS FARGO"

TIME:

Mondays, (three out of four)

8:30-9 p.m., EST.

PREMIERE:

Monday, March 18, 1957.

FORMAT:

Dramas based on authentic Western stories of the famed pony express company which played a significant part in building the West.

STAR:

Dale Robertson as Jim Hardie, "the

man from Wells Fargo."

CAST:

New cast each week.

PRODUCER:

Nat Holt.

DIRECTOR:

Varies with each show.

STORY CONSULTANT:

Frank Gruber.

DIRECTOR OF PHOTOGRAPHY:

Ellis Thackery, A.S.C.

ART DIRECTOR:

Martin Obzina.

EDITORIAL SUPERVISOR:

Richard G. Wray, A.C.E.

FILM EDITOR:

Stanford Tischler, A.C.E.

SET DECORATOR:

James Walters.

SPONSORS AND AGENCIES:

General Foods Corp., represented by Young and Rubicam, Inc.; the American Tobacco Company, represented by Sullivan, Stauffer, Colwell and

Bayles, Inc.

FILMED AT:

Revue Productions for Overland

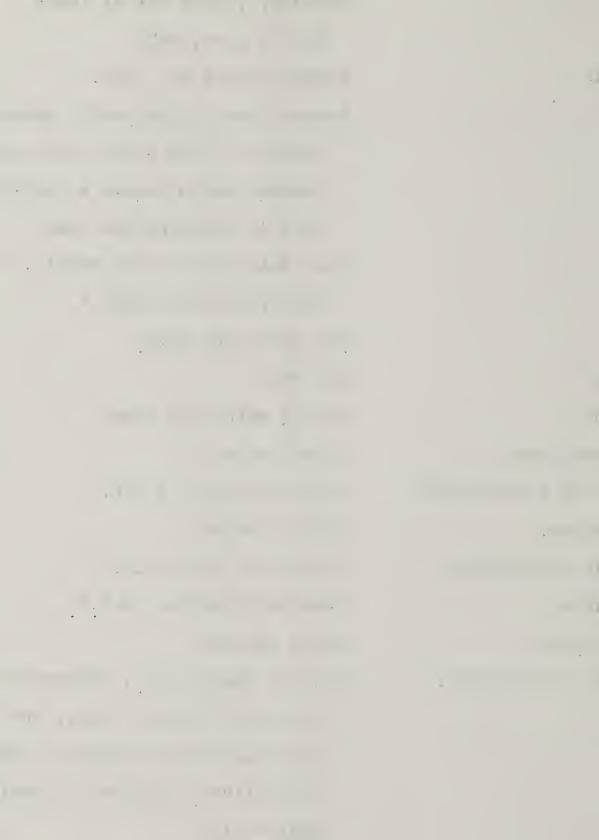
Productions, Inc., Studio City, Calif.

NBC PRESS REPRESENTATIVES:

Kay Mulvihill, Hollywood; Dilys Jones,

New York.

NBC-New York, 4/15/57



# LEADER OF UNDERGROUND OPERATING INSIDE RUSSIA AND ITS SATELLITES WILL 'MEET THE PRESS'

Vladimir Poremsky, leader of the underground organization "NTS" operating inside Russia and its satellite countries, and classified by Soviet Intelligence as "the most dangerous enemy of the Soviet regime," will be the guest on MEET THE PRESS <u>Sunday</u>, <u>April 21</u> (NBC-TV, 6-6:30 p.m., EST; NBC Radio as part of "Monitor,"

Poremsky, now visiting in the U.S., will be interviewed by Marquis Childs of the St. Louis Post-Dispatch, May Craig of the Portland (Maine) Press-Herald, Eugene Lyons of Reader's Digest and Lawrence E. Spivak, the program's producer and permanent panel member. Ned Brooks will moderate the program, which will originate in Washington, D.C.



WOMAN BREAKS TIE AND WINS A 'CADILLAC SHOWCASE' ON 'PRICE IS RIGHT'; 1,425,000 ENTERED CONTEST

Mrs. L. Marcus of Fairlawn, N.J., won a \$6,469.78 "Cadillac Showcase" contest in which 1,425,000 other home viewers of NBC-TV's THE PRICE IS RIGHT program participated.

Mrs. Marcus and four other viewers had submitted guesses which matched the exact value of the "Showcase" prizes. To break the tie, emcee Bill Cullen sent telegrams to the five contestants asking them to guess the price of a single prize -- a white fox cape. Mrs. Marcus' estimate was closest to the actual price of \$335. Her winnings include the limousine valued at \$5,138.83, the fur cape, a diamond wrist watch (\$970), a beaded evening bag (\$23.95) and a compact (\$2).

The "Cadillac Showcase" contest ran from April 1 through April 5. Mrs. Marcus was announced the winner on the program of April 12. "The Price Is Right" is telecast Mondays through Fridays, 11 a.m., EST.

"TODAY" REPORTER AND NBC-TV CAMERA CREW TO COVER
VIET NAM AND INDONESIA ON MONTH'S TOUR

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TODAY reporter Joe Michaels leaves with an NBC-TV camera crew April 16 for a month-long tour of Viet Nam and Indonesia.

Michaels, who covered the Viet Nam fighting four years ago, will do a film story on the success of the free Viet Namese government. In Indonesia, Michaels will explore the reasons for the numerous local rebellions against the central government, and will interview key figures in that country. The film stories will be shown on the "Today" show in the latter part of May.

("Today" is telecast Mondays through Fridays 7-10 a.m., EST.)
----- NBC-New York, 4/15/57



# NBG BADIO NETWORK NEWS

April 16, 1957

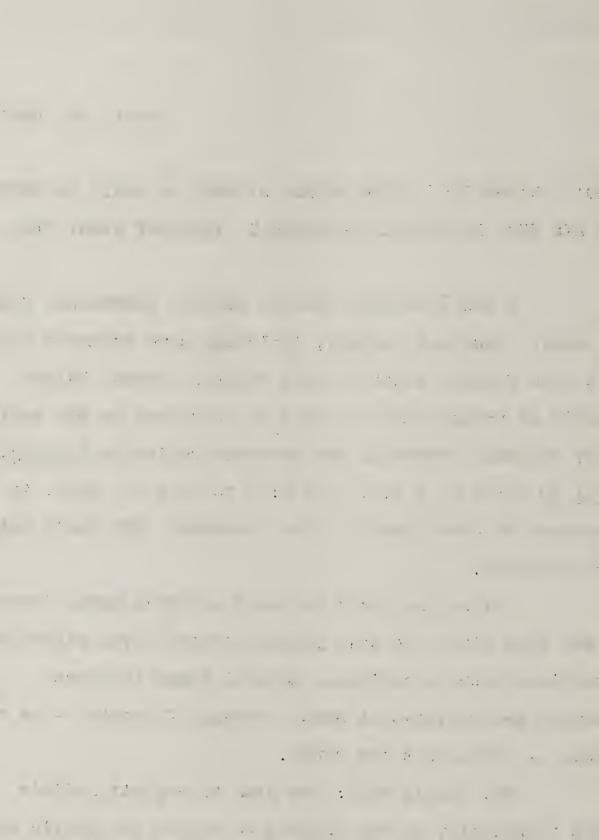
NBC RADIO'S "NIGHTLINE" (WITH WALTER O'KEEFE AS HOST) TO OFFER MUSIC,
VARIETY AND NEWS IN TUESDAY, WEDNESDAY, THURSDAY NIGHT TIME-SPOTS

A new 85-minute evening series, NIGHTLINE, featuring music, news and variety, including some segments broadcast from foreign lands -- with veteran showman Walter O'Keefe as program host -- will be presented on NBC Radio every Tuesday, Wednesday and Thursday beginning Tuesday, April 30 (8:30 to 9 p.m., and 9:05 to 10 p.m., EDT), it was announced by Jerry Danzig, Vice President, NBC Radio Network Programs.

"Nightline" will be based at NBC's Radio Central in New York City, and will present remotes from nightclubs, interviews with celebrities, general human interest features and on-the-spot news coverage of events -- as they happen -- throughout the world.

Mr. Danzig said: "We plan to exploit radio's great flexibility in our efforts to remind the public that there are certain things only radio can do instantaneously and better than any other showbusiness medium.

"In addition to the best entertainment our staff



can develop, we seek in 'Nightline' an opportunity to extend NBC's news efforts, cover the international nighttime scene and develop original and provocative programming."

Mr. O'Keefe brings with him over 30 years of radio, TV and stage experience. He has emceed such shows as the "Lucky Strike Dance Hour," "Town Hall," "Battle of the Sexes" and "Double or Nothing." He has been a play-wright, motion picture writer and -- just recently --completed a musical for Broadway production. He collaborated on a popular modern version of the song "The Man on the Flying Trapeze."

"Nightline" is being developed for NBC Radio
by Albert L. Capstaff, Director of "Monitor" and Special
Projects, and Norman Livingston, Director of Network
Programs. Benn Squires will produce the series.

The inauguration of "Nightline" will result in the shifting of several programs to periods outside of the Tuesday-Wednesday-Thursday time block. "Conversation," recently returned to the schedule, will be programmed on Monday nights from 10:05-10:30 p.m., EDT, starting April 29. "X Minus One" will be temporarily cancelled but will return to the air when the current Bob Hope series goes off for the Summer and then will

(more)



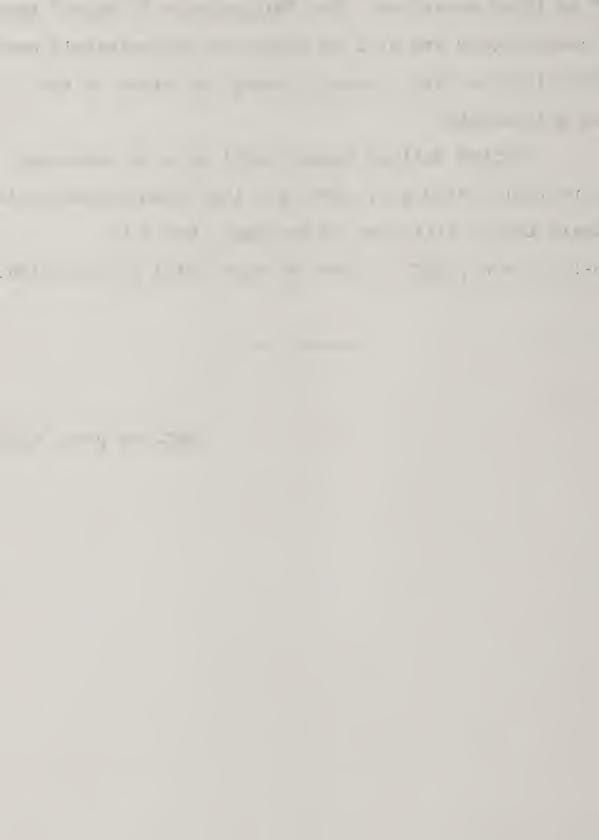
## 3 - 'Nightline'

be scheduled approximately once a month, pre-empting "Night-line" on those occasions. New "Biographies in Sound" have been commissioned and will be presented approximately once a month with the first probably being the story of the Dionne quintuplets.

"United Nations Report" will move on Wednesday,
May 1 to 10:15-10:30 p.m., EDT, and the Sloan Foundation's
"Westward Look," will move on Thursday, May 2 to
10:05-10:30 p.m., EDT. "Sleep No More" will be cancelled.

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NBC-New York, 4/16/57





April 16, 1957

NBC-TV RECORDS \$10,000,000 DAYTIME GROSS BILLINGS IN ONE WEEK,

BRINGING TWO-MONTH TOTAL TO \$24,000,000

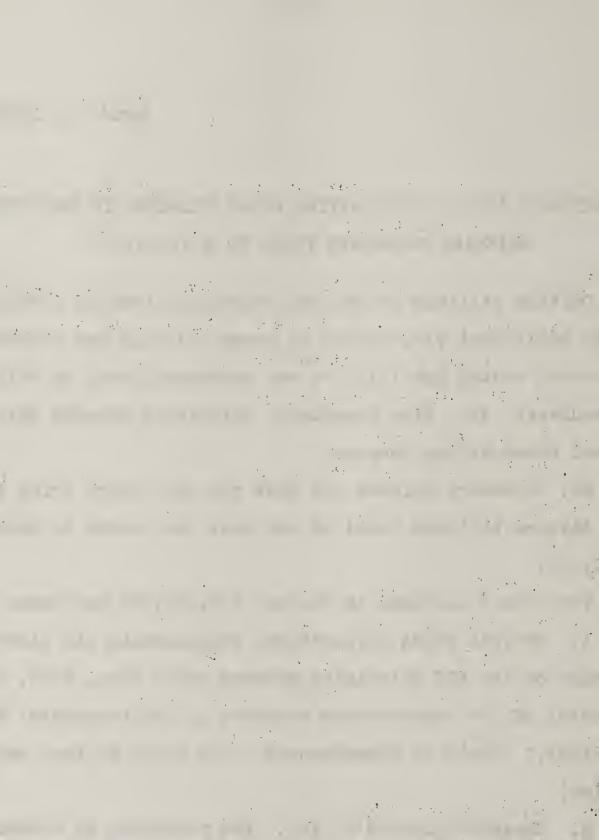
Daytime billings on the NBC Television Network continued to climb as an additional \$10,000,000 in gross billings was recorded during the week ending April 15, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Mr. Goodheart pointed out that the new orders bring the network's daytime billings total of the past two months to approximatly \$24,000,000.

The orders included in the new \$10,000,000 purchases are:

- 1. General Foods Corporation, representing its first daytime purchase on the NBC Television Network since June, 1954, has
  bought a total of 104 quarter-hour segments in the network's "The
  Price Is Right," "Truth or Consequences," "It Could Be You" and
  "Comedy Time."
- 2. Chesebrough-Pond's, Inc., has purchased an extensive schedule, comprised of 156 quarter-hour segments in NBC-TV's "The Price Is Right," "It Could Be You," "NBC Matinee Theater" and "Comedy Time."

(more)

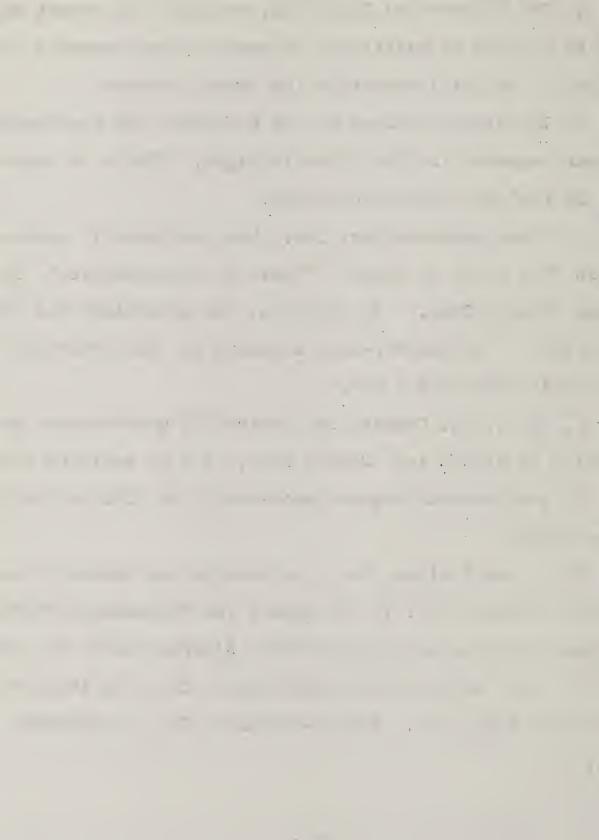


#### 2 - NBC-TV Daytime Billings

- 3. The Procter and Gamble Co. extended its recent daytime purchases to include an additional 78 quarter-hour segments of "It Could Be You." P&G will advertise its Oxydol product.
- 4. The Alberto-Culver Co. of Hollywood has purchased 104 quarter-hour segments in "The Price Is Right," "Truth or Consequence" It Could Be You" and "Queen for a Day."
- 5. Miles Laboratories, Inc., has purchased 78 quarter-house segments in "The Price Is Right," "Truth or Consequences," "It Could Be You" and "Comedy Time." In addition, the advertiser has renewed its sponsorship of 52 quarter-hour segments in "The Tennessee Ernie Ford Show" and "Queen for a Day."
- 6. The S.O.S. Company has ordered 52 quarter-hour segment. in "The Price Is Right" and "Comedy Time," and in addition has renewed its 52 quarter-hour segment sponsorship in "Tic Tac Dough" and "Queen for a Day."

Young and Rubicam, Inc., represents the General Foods Cor. The J. Walter Thompson Co. is the agency for Chesebrough-Ponds, Inc. Geoffrey Wade Advertising represents the Alberto Culver Co. and Millaboratories, Inc. Dancer-Fitzgerald-Sample, Inc., is the agency fo the Procter and Gamble Co. McCann-Erickson, Inc., represents the S.O.S. Co.

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April 16, 1957

# NBC RADIO SIGNS NEW AND RENEWAL BUSINESS TOTALING ALMOST \$400,000 NET REVENUE IN WEEK

New and renewal business totaling nearly \$400,000 in net revenue, including an order from General Foods Corporation for an intensive 26-week participation campaign, has been signed by the NBC Radio Network during the past week, it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

The General Foods order, placed through Young and Rubicam,
Inc., calls for daily one-minute participations in both "NBC Bandstand"
(Monday through Friday, 10 a.m.-12 noon, EST) and "Pepper Young's
Family" (Monday through Friday, 3:45-4 p.m., EST), starting May 13.

A new order also was placed by Mack Manufacturing Corporation for its trucks. The advertiser, through Doyle, Kitchen and McCormick, Inc., ordered a total of 60 one-minute participations in NBC's week-end radio service "Monitor," scheduled over a 10-week period starting June 28.

North American Van Lines, Inc., through Applegate Advertising Agency, Inc., renewed its sponsorship of three five-minute and one 10-minute Alex Dreier newscasts on "Monitor" effective Aug. 25 and continuing through May, 1958.

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1.

 AN OLD FRIEND (THE SADLER'S WELLS BALLET) WITH A NEW NAME (THE ROYAL BALLET) TO PRESENT "CINDERELLA" ON COLORCAST

When the ballet "Cinderella" is colorcast on PRODUCERS' SHOW-CASE Monday, April 29 (NBC-TV, 8-9:30 p.m., EDT) the American audience will be greeting an old friend with a new name. The world renowned company which performed on this program last year as the Sadler's Wells Ballet, giving "Sleeping Beauty," is now called The Royal Ballet in its presentation of "Cinderella."

On Jan. 16 of this year Queen Elizabeth of Great Britain conferred on the company a royal charter naming it The Royal Ballet.

This great honor comes to a company relatively young in a country whose traditions span many centuries.

It was in England in 1929 that a group of dedicated men and women calling themselves the Camargo Society, rescued British ballet from comparative oblivion by sponsoring a small ballet club and its director Ninette de Valois. This was the beginning of the ballet company, now so internationally acclaimed.

(more)



## 2 - "Cinderella"

Madam de Valois, who was named a Dame of the British Empire in 1951, was mainly instrumental in the formation of the company. She presented four evenings of ballet a year for the Camargo Society, and in 1931 her own ballet, "Job," achieved such success that she was invited by the director of the Sadler's Wells Theatre to stage the ballets for the opera productions. Before long the ballet grew in importance and was soon a rival to its operatic parent company. A ballet school also was started and it was from this school that Margot Fonteyn later emerged to become a member of the company and finally one of the world's first ballerinas.

By 1934, the company which was offering its own programs several times a week had engaged as musical director the noted conductor-composer Constant Lambert and, as principal choreographer, Frederick Ashton (who did the choreography for the upcoming "Cinderella" on NBC-TV). Alicia Markova had joined the company and was the principal ballerina. When Markova left the company in 1935, Fonteyn danced her first leading role.

Many new ballets were created and performed in the next few years and by 1939 the company had outgrown the Sadler's Wells Theatre. In the early years of the war the company toured and, in 1941, was given the New Theatre in London, where it was housed till the end of the war.

In February, 1946, the company was invited by the Covent Garden Opera Trust to be the permanent ballet of the Royal Opera House in Covent Garden. They reopened the house with their now famous production of "The Sleeping Beauty."



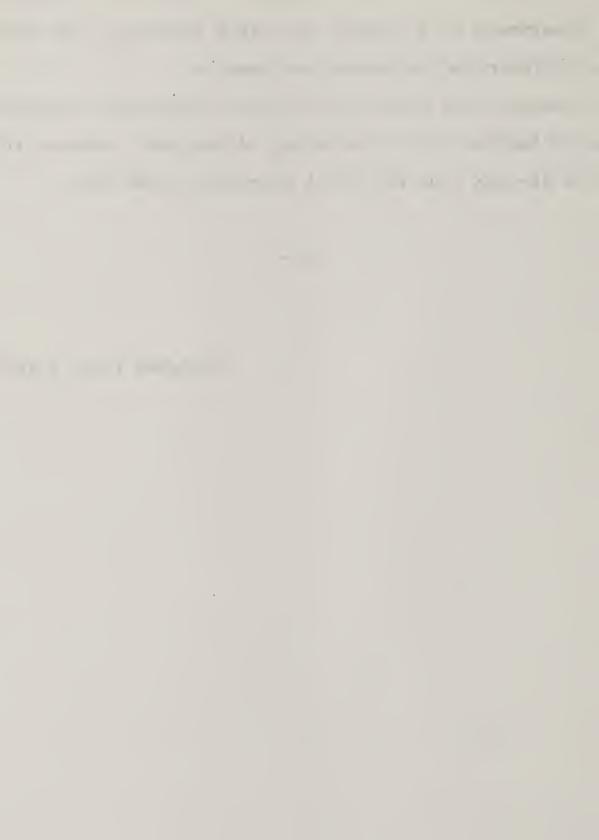
## 3 - 'Cinderella'

Between seasons at Covent Garden the company toured the leading capitals of Europe, and visited the U.S. in 1949, 1950, 1953 and 1955 under the management of S. Hurok, the noted impresario who arranged the special "Cinderella" colorcast performance.

The company will make only this one "Producers' Showcase" appearance in America before returning to England. However it will return for a 21-week tour next Fall starting in New York.

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NBC-New York, 4/16/57



MRS. DORIS CORWITH TO MODERATE PANEL ON 'SHOWMANSHIP AND SALESMANSHIP IN RADIO' AT AWRT CONVENTION

Mrs. Doris Corwith, NBC supervisor of public affairs programs, will moderate a panel on "Showmanship and Salesmanship in Radio" at the annual convention of American Women in Radio and Television, Saturday, April 27, at the Chase-Park Plaza Hotel, St. Louis.

Members of the afternoon-session panel will be Lewis Avery, president, Avery-Knodel; Virginia Marmaduke of WMAQ, Chicago; Patricia Searight of WTOP, Washington, D.C., and Jayne Shannon of J. Walter Thompson Co., New York City. Mrs. Corwith is past national president of AWRT.

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'GUMBY SHOW' VIEWERS (UP TO 12 YEARS OF AGE) GET DETAILS ON 'CINDERELLA' LETTER-WRITING CONTEST

Youngsters up to 12 years old can try to win television sets, phonographs or a refrigerator-freezer in the "Cinderella" contest now being conducted by NBC-TV.

Announcement of the contest was made last Saturday on THE GUMBY SHOW (NBC-TV, 10:30 a.m., EST). Further details will be explained on the Gumby program this Saturday and the following Saturday.

The contest is based on the Royal Ballet's production of "Cinderella" over NBC-TV's "Producers' Showcase" Monday, April 29 (8 to 9:30 p.m., EDT, in color and black and white).

Contestants will be asked to describe in 25 words or less "What I Liked Best About 'Cinderella'." Letters should be sent to the "Cinderella" Contest, Box 21, Brooklyn 1, N.Y. The deadline for entries is midnight, EDT, Monday, May 6. Only children up to 12 years old are eligible.

The child whose letter is considered best by the judges will receive an RCA Victor "Personal" television set. The winning child's mother will also receive an RCA Whirlpool Imperial Refrigerator-Freezer.

Kids were asked in the announcement to tell their mothers what they "liked best" about the show.

Writers of the second best 20 letters will each receive an RCA Victor "Personal" TV set. The next 10 best letter-writers will each get an RCA Victor Mark VIII Phonograph, and the following 10 best letters will each earn an RCA Victor 45 r.p.m. phonograph for their writers.

Winners will be notified by mail.

----- NBC-New York, 4/16/57

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April 17, 1957

TONY MARTIN, JULIUS LA ROSA, JAYE P. MORGAN, GEORGIA GIBBS, VAUGHN MONROE TO HEAD 'RCA VICTOR GALAXY OF STARS' TELECAST

Tony Martin, Julius La Rosa, Jaye P. Morgan, Georgia Gibbs and Vaughn Monroe will star in a special full-hour program of songs and variety, "RCA Victor Galaxy of Stars," to be telecast over NBC Saturday, June 15 (9-10 p.m., EDT), it was announced today by Emanuel Sacks, Vice President, Television Network Programs, for the National Broadcasting Company.

The program, to be sponsored by Breast-O-Chicken Tuna, will originate live in New York.

Vaughn Monroe will be host for "RCA Victor Galaxy of Stars," which also will feature Martha Carson, Geoffrey Holder and Eddie Heywood and his Trio. Joe Cates will produce the program.

Foote, Cone and Belding in Los Angeles is the advertising agency for Breast-O-Chicken Tuna, which recently sponsored "Maurice Chevalier's Paris" over the NBC Television Network.

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ROBERT E. SHERWOOD'S "THE TRIAL OF PONTIUS PILATE"
TO BE COLORCAST ON "MONTGOMERY PRESENTS" APRIL 22

R-20

Robert E. Sherwood's "The Trial of Pontius Pilate," one of the last works of the late Pulitzer Prize-winning playwright, will be colorcast on NBC's ROBERT MONTGOMERY PRESENTS THE MENNEN HOUR Monday, April 22 (9:30 p.m., EST).

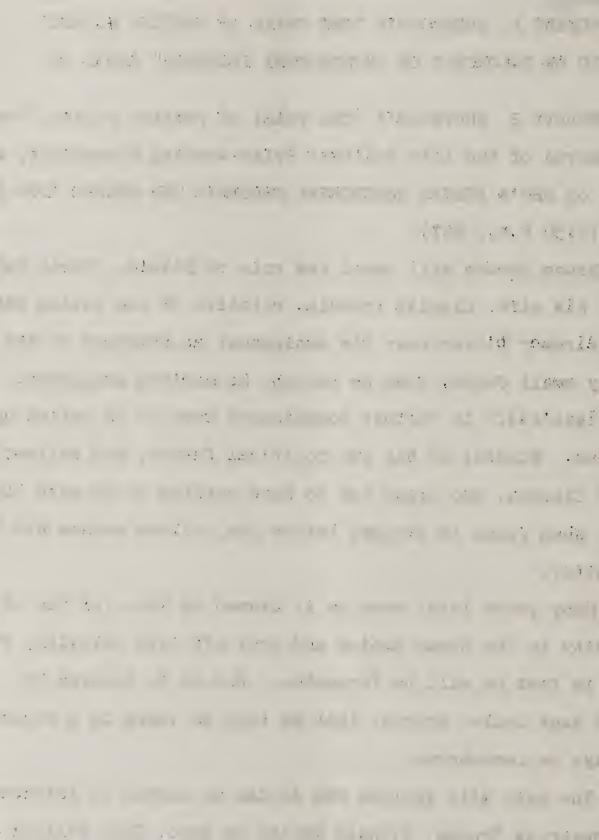
Bruce Gordon will enact the role of Pilate. Maria Palmer will play his wife, Claudia Procula, relative of the ruling Caesar.

Already bitter over his assignment as Governor to the relatively small Judea, when he thought he merited assignment to Egypt, Pilate'slife is further complicated when he is called upon to judge Jesus. Mindful of his own political future, and following the advice of Claudia, who urges him to have nothing to do with "this just man" when Jesus is brought before him, Pilate washes his hands of the matter.

Many years later when he is blamed by Nero for the rise of Christianity in the Roman Empire and sent off into oblivion, Pilate's one fear is that he will be forgotten. But he is assured by Claudia's sage uncle, Drusus, that as long as there is a world he will always be remembered.

The cast will include Max Adrian as Joseph of Arimathea, House Jameson as Drusus, Richard Waring as Nero, John Kellogg as Lucius, Richard Nicholls as The Pharisee, and Astrid Wilsrud as Helena.

John Newland will direct "The Trial of Pontius Pilate."





# NBC'S IRVING R. LEVINE WINS HEADLINER CLUB AWARD FOR REPORTS FROM RUSSIA

#### FOR RELEASE SATURDAY A.M., APRIL 20

NBC correspondent Irving R. Levine has won a National Headliner Club Award for "consistently outstanding radio network news broadcasting" in his reports from Russia.

NBC-affiliated station KDKA-TV in Pittsburgh and its news director, Bill Burns, won a Headliner Award for "the general calibre of its daily news telecasts."

A total of 21 Headliner Awards for "outstanding achievement" in journalism were announced last night in Atlantic City, N.J., by Tom Paprocki, chairman of the club's committee of judges, which selected the winners from nearly 1,000 entries from the U.S. and Canada.

Asserting the Control of the Control

SIX 'TODAY' COLORCAST FEATURES TO ORIGINATE IN MILWAUKEE APRIL 25

NBC-TV's TODAY show will telecast six features from Milwaukee in color on Thursday, April 25 as part of the Milwaukee Carnival of Color-TV.

Helen O'Connell will be mistress of ceremonies in the Milwaukee originations, which will mark the first time in the five-year history of "Today" that the show, which travels frequently, has visited Milwaukee. Miss O'Connell will emcee features about Wisconsin's mutation mink industry and the importance of the St. Lawrence Seaway to Milwaukee, which will make it an "inland ocean port."

Cliff Evans, sports editor of "Today," will interview manager Fred Haney, pitcher Warren Spahn and National League batting champion Hank Aaron of the Milwaukee Braves.

The mink story will be told at 7:15 and 9:15 a.m.; the Milwaukee ocean port story at 8:15 a.m.

The baseball interviews are scheduled for 7:35, 8:35 and 9:35 a.m. All times are EST.

At the conclusion of each of the Milwaukee features, "Today" will switch back to New York City where Dave Garroway, Frank Blair and chimpanzee Kokomo Jr. will be seen in the major portion of the show.

("Today" is telecast Mondays through Fridays, 7-10 a.m., EST.)

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NBC-New York, 4/17/57

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TIME:

PREMIERE DATE:

EMCEE:

FORMAT:

Mondays through Fridays, 4 p.m. to 4:45 p.m., NYT.

Jan. 3, 1955 on NBC-TV network (previously on radio since 1945).

Jack Bailey

Four or five women candidates are chosen by the studio audience in an elimination contest. They then explain, on the air, what their deepest wishes are. The audience selects the winner by applause and she is crowned "Queen For A Day," winning a complete wardrobe, a tour of Hollywood, prizes fitting the desire she expressed, and other gifts.

Raymond R. Morgan Sr., Hollywood.

Harry Mynatt

Eugene Baker

Elbert Walker

James Loren

Jeanne Cagney

Christine Edwards

(more)

PACKAGER:

PRODUCER:

ANNOUNCER:

DIRECTOR:

UNIT MANAGER:

FASHION COMMENTATOR:

FASHION COORDINATOR:



## 2 - 'Queen for a Day'

TRAVEL DIRECTOR:

SPONSORS (AND AGENCIES):

Betty White

American Home Products Corp. (Geyer Advertising Inc.); Brown and Williamson Tobacco Corp. (Russel M. Seeds Co.); The Toni Co. (North Advertising Co.); Procter & Gamble Co. (Compton Advertising Co.); Standard Brands, Inc. (Ted Bates Co., Inc.); Lehn & Fink Products Corp. (McCann-Erickson, Inc.); The Borden Co. (Young and Rubicam, Inc.); Dixie Cup Co. (Hicks and Greist, Inc.); Sandura Co. (Hicks and Greist, Inc.) Corn Products Refining Co. (C.L. Miller Co.); Minnesota Mining and Manufacturing (Batten, Barton, Durstine and Osborn, Inc.); Sunkist Growers Inc. (Foote, Cone and Belding); Miles Laboratories Inc. (Geoffrey Wade Advertising Inc.); The S.O.S. Co. (McCann-Erickson Inc.) NBC studios, Hollywood Herm Lewis, Hollywood; Joe Mehan, New York.

ORIGINATION:

NBC PRESS CONTACTS:

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2 COPIES X-H

April 18, 1957

## 'TRUTH OR CONSEQUENCES' RETURNS TO NBC RADIO FIVE DAYS A WEEK STARTING APRIL 29

TRUTH OR CONSEQUENCES, one of broadcasting's first comedyquiz and stunt shows, will return to NBC Radio Monday, April 29, on a Monday-through-Friday (10:05-10:30 a.m., EDT) schedule. The program is also presented on NBC-TV, Mondays through Fridays, 11:30 a.m.12 noon, EDT. Bob Barker will be emcee for the radio show.

First presented on radio in March, 1940, "Truth or Consequences" helped set the trend for audience-participation stunt shows based on parlor games. Originally Ralph Edwards, creator and producer of both the radio and TV shows, was the emcee. In recent seasons he has restricted his performances to his "This Is Your Life" series on NBC-TV, while serving as executive producer of "Truth or Consequences."

Bob Barker, emcee-host of the program, will be introduced on the opening show Monday, April 29, by Edwards. The radio version of "Truth or Consequences" will consist of specially edited material. In addition, another of the program's famous "mystery contests" will be launched. An unidentified man, "Mr. Whisper," will whisper a riddle with the clue to his name. Listeners who write to the program

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## 2 - 'Truth or Consequences'

will be eligible to receive phone calls, starting May 6, which will enable them to make the identification. Large merchandise prizes will be awarded to the contest winners.

Ed Bailey is the program's producer.

As the result of the addition of "Truth or Consequences" to the NBC Radio schedule, "NBC Bandstand" will be heard weekdays at 10:30-11 a.m. and 11:05 a.m.-12 noon, EDT, starting April 29.

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NBC-New York, 4/18/57



NBC COLOR TELECAST SCHEDULE
April 28-May 4 (ALL TIMES EDT)

## Sunday, April 28

9:00-10:00 p.m. -- THE ALCOA HOUR -- "Mechanical Manhunt," teleplay by H. Swanton, starring Richard Kiley.

## Monday, April 29

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "The Professional."

8:00-9:30 p.m. -- PRODUCERS' SHOWCASE PRESENTS THE ROYAL BALLET

(formerly Sadler's Wells Ballet) in 'CINDERELLA' -- With

Margot Fonteyn, Michael Somes, Frederick Ashton, Kenneth

MacMillan, Alexander Grant, Svetlana Beriosova, Elaine

Fifield, Joan Faron, Philip Chatfield and David Blair. Robert

Irving conducts.

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS -- "The New World,"
by Sebastian Simms (based on Arthur Holly Compton's book
"Atomic Quest").

## Tuesday, April 30

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Guardians of the Temple."

8:00-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn

Murray and featuring the Arthur Murray Dancers. Guest star

to be announced.

(more)

RE-14761

#### 2 - NBC Color Telecast Schedule

## Wednesday, May 1

- 1:30-2:30 p.m. -- CLUB 60.
- 3:00-4:00 p.m. -- NBC MATINEE THEATER --
- 7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.
- 8:00-8:30 p.m. -- MASQUERADE PARTY -- With panelists Betsy Palmer,
  Ilka Chase, Bobby Sherwood and Johnny Johnston. Eddie
  Bracken is emcee.
- 9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE -- "Drummer Man," by Mel Goldberg, starring Sal Mineo.

## Thursday, May 2

- 1:30-2:30 p.m. -- CLUB 60.
- 3:00-4:00 p.m. -- NBC MATINEE THEATER.
- 10:00-11:00 p.m. -- LUX VIDEO THEATRE -- "The Hard Way," adapted by Sanford Barnett.

## Friday, May 3

- 10:00-11:00 a.m. -- HOME -- Colorcast segment from Milwaukee,
  Wis., in honor of the Milwaukee Carnival of Color TV.

  (Approximately 20 min.)
- 1:30-2:30 p.m. -- CLUB 60.
- 3:00-4:00 p.m. -- NBC MATINEE THEATER.
- 7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.
- 8:30-9:00 p.m. -- THE LIFE OF RILEY -- Starring William Bendix.

## Saturday, May 4

8:00-9:00 p.m. -- PERRY COMO SHOW -- Perry's guests tonight include Patti Page and Gene Autry and his music group.

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## 3 - NBC Color Telecast Schedule

## PLEASE ADD TO COLOR SCHEDULE FOR MAY:

May 7 -- 9:30-10:30 p.m. -- KAISER ALUMINUM HOUR.

May 9 -- 9:00-10:00 p.m. -- RAY BOLGER'S WASHINGTON SQUARE.

May 20 -- 9:30-10:30 p.m. -- RAY BOLGER'S WASHINGTON SQUARE.

## PLEASE DELETE FROM COLOR SCHEDULE FOR MAY:

May 7 -- 8:00-8:30 p.m. -- THE ARTHUR MURRAY PARTY.

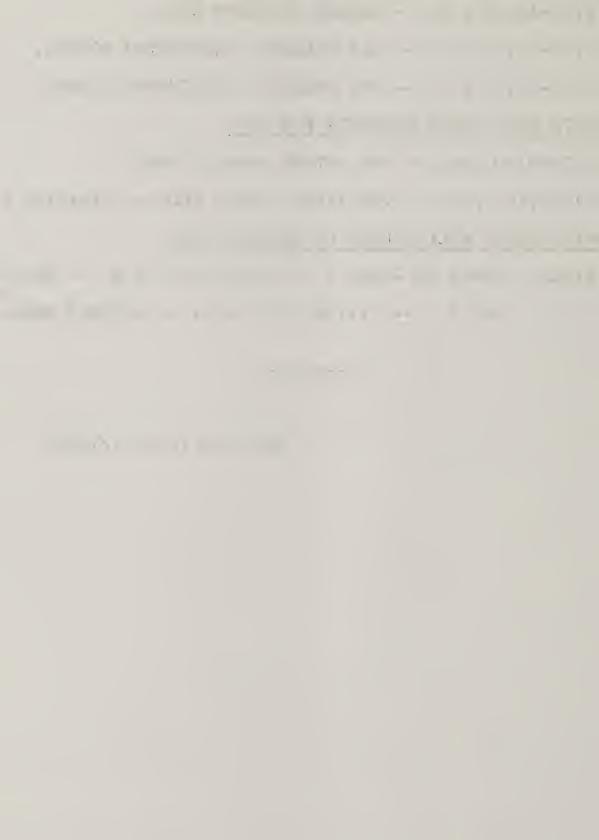
May 8 -- 7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane

## THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday - Friday April 29 - May 3 -- 10:38-10:43 a.m. -- WRCA-TV WINDOW Saturday May 4 -- 11:00-11:15 p.m. -- SAVARIN NEWS.

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NBC-New York, 4/18/57



GALA TRIPS ABROAD AMONG MANY PRIZES AWAITING WINNERS OF NBC RADIO'S "MOST BEAUTIFUL VOICE IN AMERICA" CONTEST

A string of pearls and a trip to Tokyo, Japan, to pick them out; a 62-day safari in Africa; all-expense paid trips to Europe, the Caribbean, South America and Hawaii; a 1957 automobile and a grand piano are a few of the prizes to be awarded to winners of the NBC Radio network's "Most Beautiful Voice in America" contest.

The network is seeking the nation's most beautiful speaking voice. The contest is current in the coverage areas of 154 NBC Radio affiliated stations, in cooperation with the NBC "Monitor" program.

Taped selections chosen from local entrants throughout the country are being broadcast each weekend on "Monitor." The local winners will be heard the weekends of June 7-9 and June 14-16 with the final selection announced on "Monitor" Sunday, June 16.

Prizes are to be awarded to the national winners as follows:

For the first place winner: an NBC talent contract; a 1957

Nash Ambassador sedan; a Polaroid camera; choice of any of five allexpense paid "Dream Vacations for Two" -- (a.) flight from winner's
home to Tokyo, Japan, to select a string of pearls, then on to Hong

Kong and Bangkok via Japan Airlines on a two-week tour of the Orient;

(b.) a 62-day safari to Africa on a Farrell Steamship Company Flagship; (c.) a two-week tour of the capital cities of Europe via

Scandinavian Airlines; (d.) twelve days of swimming and lounging

aboard a Grace Line cruiseship visiting Venezuela, the West Indies
and other tropical ports; (e.) a United Air Lines flight for a sevenday vacation in Hawaii.

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## 2 - 'The Most Beautiful Voice in America'

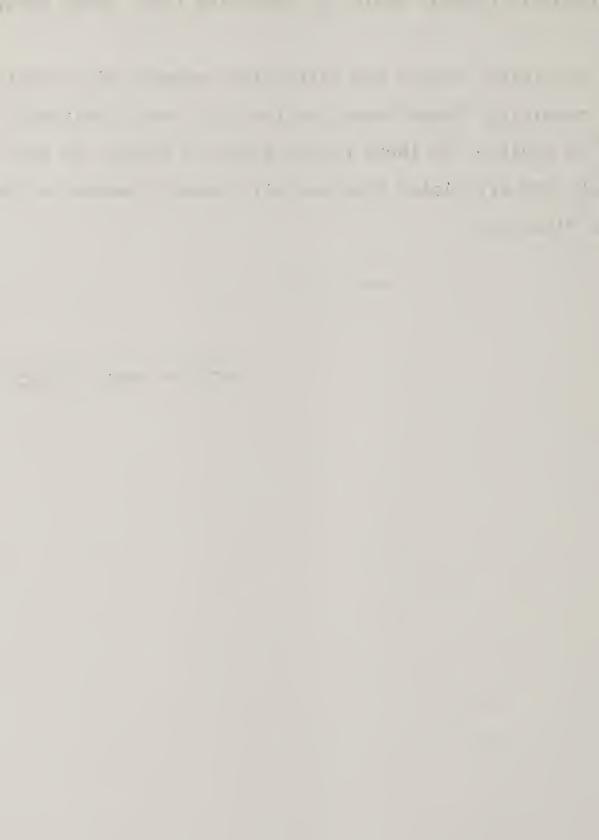
Second place winner will receive: a Winter Colonial grand piano; a Polaroid camera; choice of remaining four "Dream Vacations for Two."

The third, fourth and fifth place winners will receive: choice of remaining "Dream Vacations for Two," and a Polaroid camera.

In addition to these prizes going to winners of the national competition, NBC affiliated stations will present awards to their respective finalists.

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NBC-New York, 4/18/57



NBC COMMENTATOR CHET HUNTLEY DONATES HIS DU PONT AWARD MONEY FOR A 'READING TIME' SCHOLARSHIP FUND AT MICHIGAN STATE U.

Believing in the maxim that "something is learned every time a book is opened," NBC commentator Chet Huntley, recipient of a 1956 Alfred I. du Pont Radio and Television Award, is donating the \$1,000 award to a unique "reading time" scholarship fund at Michigan State University.

Huntley -- editor of NBC-TV's OUTLOOK (Sundays, 5:30-6 p.m., EST) and co-editor, with David Brinkley, of the NBC NEWS telecasts (Mondays through Fridays, 7:45-8 p.m., EST) -- received the award for "his consistently authoritative, intelligent and responsible reporting and analysis of public affairs."

The award money is being sent to Gordon Sabine, dean of Michigan State's School of Communications -- a friend of Huntley -- who has set up a scholarship fund to purchase "reading time" for deserving seniors.

The purpose of the fund, which emphasizes the importance of reading good literature, is to help those students who have little or no time for such reading because their time is absorbed with studies and earning money for tuition and books. The fund provides the student with money which he would otherwise have to earn through some form of employment, thus allowing him time to increase his knowledge through reading -- and get paid for it.

Reuven Frank, producer of "Outlook" and "NBC News"; NBC commentator John Chancellor and Huntley are donating an additional \$500 which they received for theatre use of an "Outlook" film feature requested by a Western theatre chain.



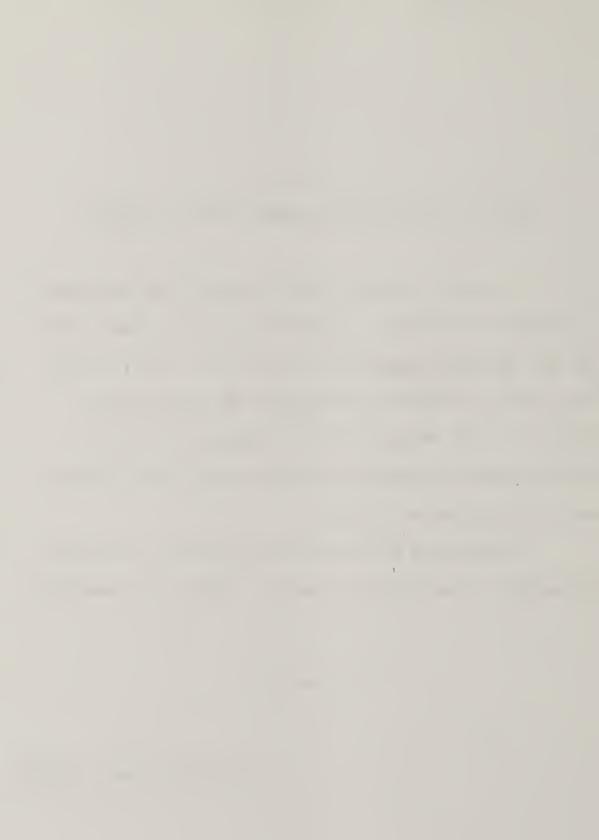
#### NBC-TV AND RADIO TO COVER TALK BY DULLES

A major foreign policy address by Secretary of State John Foster Dulles will be telecast live by NBC Monday, April 22 (2-2:30 p.m., EST), from the annual luncheon meeting of the Associated Press, in the Waldorf-Astoria Hotel, New York. Robert McLean, president of the Associated Press, will introduce Mr. Dulles.

NBC Radio will carry the program, by taperecording, from 9:30 to 10 p.m., EST, the same day.

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NBC-New York, 4/18/57



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#### NATIONAL BROADCASTING COMPANY

FROM BOB SARNOFF

April 19, 1957

To the Radio-TV Editor:

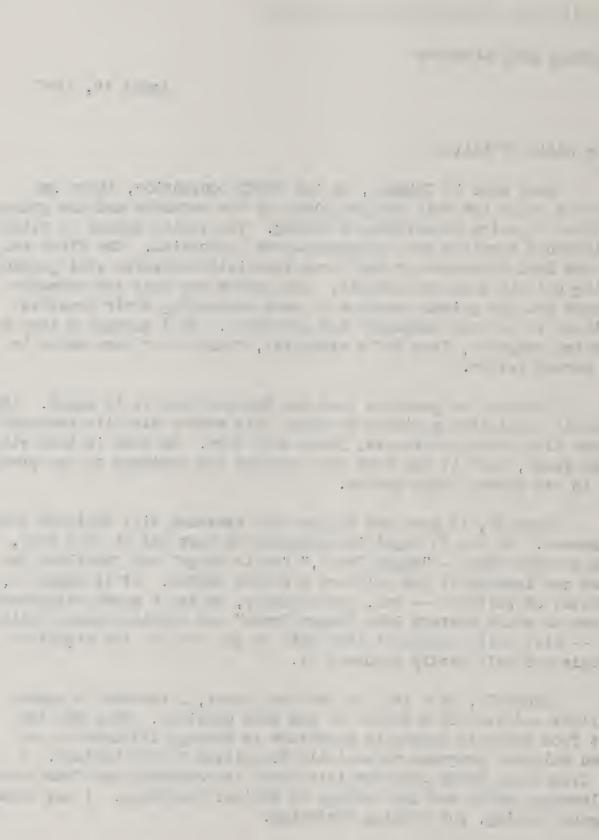
Last week in Chicago, at the NARTB Convention, there was much talk about the Fall program plans of the networks and the general direction in which television is moving. Two topics seemed to stimulate considerable corridor and conference-room discussion. The first was that the Fall schedules of the three television networks will produce nothing but six guns and lariats. The second was that the networks -- and here NBC got primary mention -- were abdicating their creative functions to outside packagers and producers. So I thought a look at these two subjects, from NBC's viewpoint, might be of some value in this second letter.

There is no question that the Western show is in vogue. ABC has built consistent audience strength this season with its Westerns. CBS has also found substantial favor with them. We came in late with "Wells Fargo," but it has more than doubled the audience of the previous show in its Monday night period.

Even so, it does not follow that Westerns will dominate the new season. Of the 29 nighttime programs we have set at this time, three are Westerns -- "Wagon Train," "Wells Fargo" and "Restless Gun." We are now looking at the pilot of a fourth series. If it makes it, our total of Westerns -- and, incidentally, we see a great difference between an adult Western like "Wagon Train" and routine cowboy-Indian fare -- will still represent less than 15 per cent of the nighttime schedule and will hardly saturate it.

Recently, on a trip to the West Coast, I screened a number of pilots and studied a number of new show outlines. They ran the gamut from domestic comedy to adventure to foreign intrigue to so-called cultural programs to musicals to quizzes to sky battles. I went from Jules Verne classics into Great Art Scandals and from there to Alexander Botts and the College of Musical Knowledge. I saw some six guns blazing, but nothing deafening.

Back in New York, I got together a list of NBC programs in the planning or pilot stage as a check on this persistent report about network abdication of program production responsibilities. The fact is that our program development has been stepped up, with about 50 per cent more NBC productions in the pilot stage than a year ago at this time. This does not suggest that all the programs we are developing will be broadcast. Our policy is that the shows we produce and create

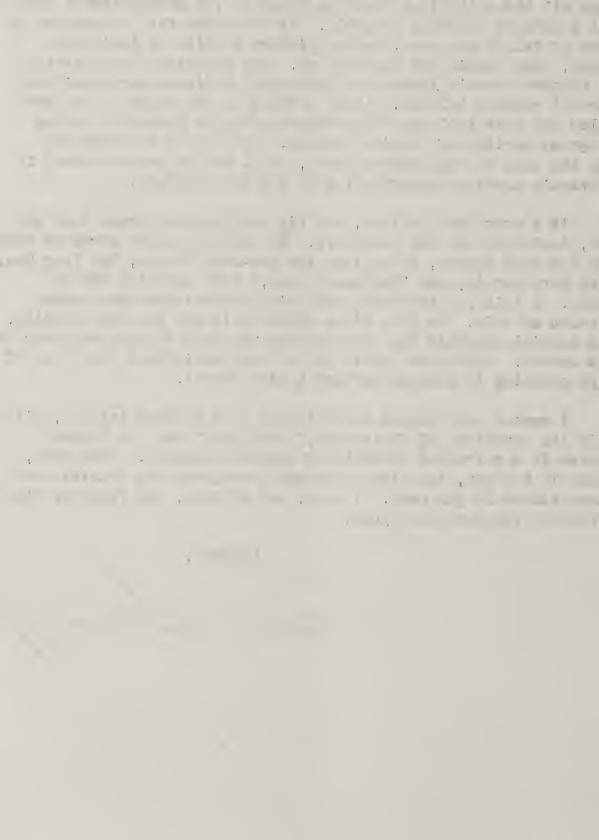


must compete against shows drawn from all other sources. We believe it takes all the collective creative power of the entertainment world to fill a network schedule properly. If our shows fail to measure up to those of talent agencies, motion picture studios or individual packagers, they remain off the network. The yardstick for selection is our Program Board's judgment of potential audience acceptability and overall program balance. About a third of the shows we now have scheduled for next Fall are NBC-produced with the remainder coming from a great variety of outside sources. This ratio has remained roughly the same through recent years, and I see no decline ahead in the network's creative contribution to its own schedule.

As a corollary to this, our big specials are drawn from all sources, including our own producers. We now have about forty of these planned for next season, shows like the two-hour "Annie, Get Your Gun," starring Mary Martin, and "Southeast Asia," both of which NBC is producing. I told you two weeks ago we'd do about the same number next season as this. We have since advanced in our program planning, and the special schedule has been stepped up about 20 per cent over the current season. Anyone who tells you we are sacrificing this type of event programming is blowing through a wind tunnel.

I expect next season we will have good program balance, with shows in the tradition of "Peter Pan," "The Lark" and "La Boheme" interwoven in a refreshed schedule of regular programs. This year, according to Nielsen, television viewers throughout the country have increased almost 15 per cent. I hope, and believe, the industry will merit another increase next year.

Regards,





April 19, 1957

NBC OWNED STATIONS IN EIGHT CITIES REPORT ACHIEVEMENTS
IN PROMOTING PUBLIC SERVICE PROJECTS FOR COMMUNITIES

Campaigns ranging from the collection of eyeglasses for the needy to the promotion of the Girl Scouts Camp Development Fund are among the projects sponsored by NBC Owned Stations in eight cities as part of their recent public service efforts.

Details of the campaigns were revealed today in a report by the stations to Thomas B. McFadden, Vice President of NBC Owned Stations and NBC Spot Sales. The report summarized the stations' activities under the Impact Public Service plan, which was adopted earlier this year. Under the plan, each station periodically concentrates its facilities and personnel behind a single public service effort, using in-program editorial material, news coverage and heavy schedules of announcements.

WRCA and WRCA-TV, New York, used a saturation schedule of announcements and features in more than a dozen shows to publicize the American Red Cross during March. In cooperation with the New York (more)

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Police Department, the stations are conducting a year-long project which includes a series of radio documentaries, support of the Police Athletic League, a television feature in which photos of "most-wanted criminals" are shown, and film coverage of police activities.

WNBC in Hartford-New Britain, Conn., contributed 169 announcements for the March of Dimes drive, as well as nine film reports and several special features promoting the campaign. The station received more than 2,000 pairs of eyeglasses in its "Eyes For the Needy" project, which it publicized by 80 public service announcements. In connection with the American Red Cross fund drive, the station contributed 103 announcements, presented special programs and cooperated with the community's solicitors in raising a total of \$50,000. By means of station break announcements, WNBC is saluting the Connecticut towns in its area with slides and copy which highlight points of interest, industries, schools and town officials.

WBUF, Buffalo, N.Y., has given its support to the fundraising campaign of the Buffalo Philharmonic Orchestra and is planning
to cooperate in a Spring clean-up campaign and drives for fire prevention and highway safety. A repeat of last year's successful WBUF
"Safety Spectacular," a joint effort with the Buffalo Fire, Police
and Parks Departments, is scheduled for Labor Day.

WRCV and WRCV-TV, Philadelphia, sponsored an ice hockey game which raised \$8744 for the Woman's Medical College. WRCV donated 223 announcements and WRCV-TV contributed 33 announcements promoting the Girl Scout Camp Development Fund. During April the stations are conducting a campaign for the benefit of hospitals in

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WRC and WRC-TV, Washington, are continuing their campaign to free the Potomac river of pollution. A new series of programs, "Our Beautiful Potomac--Series III" has started on WRC-TV to show the current status of the problem. Considerable progress toward a solution has already been made as a result of the stations' efforts.

KRCA, Los Angeles, is conducting a traffic safety campaign during the last ten days of each month; air time worth \$200,000 will promote the campaign during 1957. A special half-hour safety film and 100 safety messages were presented by the station during the past month.

In Chicago, WMAQ and WNBQ supported the American Red Cross fund drive during March with a total of 238 announcements and 61 in-program features. WNBQ supported Handicapped Week with 77 public service announcements and WMAQ used 160 announcements. During April, the stations are making the American Cancer Society the subject of their Impact Public Service drive.

KNBC, San Francisco, initiated a weekly public service program, "Report From Sacramento" -- a review of news from the state capital -- and sponsored a contest for children's suggestions on improving the city. Two NBC Public Service Awards were presented -- one to the mayor and one to the National Conference of Christians and Jews. A saturation schedule of announcements promoted the Red Cross during March. The station's April project is to assist the military services in their recruiting programs and to help high school boys select the branch of the military most suitable for them.

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NBC-TV NEWS

# NOW IT'S "BABY HUSH" WHO SEEKS IDENTIFICATION ON NBC'S "TRUTH OR CONSEQUENCES" TELECASTS

"Baby Hush," the latest of the famous "Hush family" to appear on NBC-TV's TRUTH OR CONSEQUENCES, made his (or possibly her) debut on the show of Wednesday, April 17.

Emcee Bob Barker introduced the new mystery subject to viewers by showing a picture of the baby at about six months of age. A more recent picture will be shown each week until identification is made.

The first of the daily telephone calls to name "Baby Hush," will be made on Wednesday, April 24, (11:30 a.m., EST) when Barker selects a card from those sent to this or to previous contests on "Truth or Consequences" this year.

Heading the prize list, which will grow each day of the contest, is a 1957 Nash Rambler and \$1,000 in cash. Viewers who have not entered the earlier contests may become eligible for telephone calls and opportunities to identify "Baby Hush," by sending post cards bearing names, addresses and telephone numbers to -- "Contest, Truth or Consequences, New Mexico."

#### AN APT ASSIGNMENT

Several years ago, a young man named Samuel Chotzinoff made his debut as a pianist at a New York Lower East Side community center, Educational Alliance.

From that beginning, Chotzinoff went on to become an accomplished musician, music critic, and musical director. He now holds the post of general music director for the National Broadcasting Company.

When NBC-TV's TONIGHT! decided to visit the Educational Alliance Thursday, April 25, the show had little difficulty in choosing the man to supervise the operation.

"Tonight!" named its writer Blair Chotzinoff -- son of the man who began his professional career at the Educational Alliance.

---- NBC-New York, 4/19/57

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#### NBC-TV NEWS

CAST, CREDITS AND SYNOPSIS FOR ROYAL BALLET'S PRESENTATION
OF "CINDERELLA" IN COLORCAST ON "PRODUCERS' SHOWCASE"

Following are cast, credits and synopsis of "Cinderella," Frederick Ashton's ballet to music by Serge Prokofiev, which will be presented by the Royal Ballet (formerly called Sadler's Wells Ballet) on PRODUCERS' SHOWCASE Monday, April 29 (NBC-TV, color and black and white, 8-9:30 p.m., EDT):

#### CAST

CinderellaMargot Fonteyn
The StepsistersFrederick Ashton and
Kenneth MacMillan
FatherFranklin White
Dancing MasterPirmin Trecu
TailorRay Powell
ShoemakerDouglas Steuart
HairdresserLeslie Edwards
JewelerBasil Thompson
CoachmanRonald Plaisted
DressmakersValerie Taylor and
Patricia Thorogood (more)

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# CAST (CONT'D)

Fairy GodmotherJulia Farron
The Seasons:
SpringMerle Park
Summer
Autumn
WinterSvetlana Beriosova
The Stars:
PinkZaymes, Lane, Howard,
Wells.
Blue
Sinclair.
GreenB. Taylor, Grahame, Wing,
Boulton.
PrinceMichael Somes
JesterAlexander Grant
CavaliersDavid Blair, Desmond Doyle
Ronald Hynd and Philip
Chatfield.
CourtiersArnott Mader, Ray Powell
Courtiers, Ladies and Gentlemen Taylor, Edwards, Gay,
Rencher, Drage, Newton,
Cartier, Rosson,
Thorogood, Drew, Dixon,
Boswell, Evans, Plaisted.
Lesley, Steuart.
ConductorRobert Irving
(more)

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## 3 - "Cinderella" -- Cast and Credits

#### CREDITS

Ninette de Valois is director of the Royal Ballet and Frederick Ashton is Associate Director. The Royal Ballet appears on this program under S. Hurok's management.

#### SYNOPSIS

#### ACT ONE

A room in the house of Cinderella's father.

Cinderella's stepsisters are busy embroidering a shawl to wear at the court ball, to which they have been invited. Cinderella is seated at the fireside. The stepsisters quarrel among themselves and leave the room. Left alone, Cinderella recalls the happy days when her mother was alive. Her father wants to be kind to his daughter, but is afraid of his ill-tempered stepdaughters who berate

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PLYSE INTERNATIONAL SPECIAL PROPERTY. ten T. Well. Propagation of the second seco V 1 contact to the contact of the co The state of the s The state of the state of the power of the state of the s at the dependence of the property of the degree political TRUMERROUND CHARACTER OF CHARACTER OF THE PROPERTY. TITE THA . 19mi i di una mario e o den esta il por l' had got nable of the control area for a staff control the exert out, to watch the comment of the Code. The Mid parameter to the control of the order of the control of the co

### SYNOPSIS (CONT'D)

him when he tries to comfort Cinderella. A mysterious old beggarwoman appears in the midst of this scene and begs for alms. The stepsisters drive her out, but Cinderella gives her bread. The old woman looks gently at the kind girl and disappears.

Dressmakers, a hairdresser, a jeweler help the stepsisters dress for the ball. A dancing master and two violinists enter, and the stepsisters practice the gavotte. Cinderella's father and his stepdaughters set out for the ball, leaving Cinderella sadly alone.

Again the mysterious beggar-woman appears and, doffing her disguise, reveals herself as the Fairy Godmother. She summons the fairies of the seasons -- Spring, Summer, Autumn and Winter -- and their attendants to dress Cinderella for the ball, as a reward for her kindness.

All is ready, but the fairy points to the clock, warning Cinderella that she must leave the ball before the clock strikes 12, or all the magic charms with which she is invested will fade away and Cinderella the Princess will once more be a scullery maid.

Escorted by the Seasons and the Stars, Cinderella drives to the ball.

## ACT TWO

#### At the Ball

The ball has begun, courtiers move about in a formal dance, and the jester dances. Cinderella's father and the stepsisters arrive. A fanfare, and the Prince is announced. Mysterious music is heard and Cinderella appears, so beautiful that they all take her for a

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### SYNOPSIS (CONT'D)

princess: even her stepsisters fail to recognize her. The prince, charmed by her beauty, offers her three oranges, the rarest fruit in his land, which she gives to her sisters. The scene empties and the Prince and Cinderella, left alone, declare their love for each other. The waltz is resumed and, caught up by the dance, Cinderella forgets the fairy's warning. The clock strikes 12 and Cinderella rushes from the palace, losing a slipper on the way. The Prince, dismayed, picks up the lost slipper and swears to find the girl he loves.

#### ACT THREE

Scene 1 -- After the Ball. A room in the house of Cinderella's father.

Scene 2 -- An enchanted garden.

Cinderella awakes at her own fireside. Was it all a dream? The slipper she has hidden in her apron convinces her that she really was in the palace and danced with the Prince. The sisters run in, tell Cinderella about their conquests at the ball, and show her the oranges. Neighbors hurry in to say that the Prince is looking everywhere for the girl who lost the slipper. The Prince appears and the stepsisters try on the slipper. Cinderella kneels to help, and the second slipper falls out of her apron. The Prince recognizes the modest Cinderella as the beautiful princess of the ball and the Fairy Godmother appears to reunite the lovers, who live happily after.

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April 22, 1957

'THE BOB CUMMINGS SHOW' TO BE NBC-TV TUESDAY NIGHT SERIES
UNDER SPONSORSHIP OF R.J. REYNOLDS TOBACCO COMPANY

THE BOB CUMMINGS SHOW, top-rated situation comedy series, will be sponsored by the R.J. Reynolds Tobacco Company over the NBC Television Network during the 1957-58 season, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The comedy series, to be televised Tuesday evenings, 9:30 to 10 p.m., NYT, starting Sept. 24, stars screen actor Cummings as a commercial photographer, bachelor Bob Collins, who becomes involved in hilarious entanglements because of his roving eye for photogenic beauties.

Rosemary DeCamp, Hollywood, radio and television actress, will portray the photographer's widowed sister, Margaret MacDonald. Dwayne Hickman will be featured as her teenage son, Chuck MacDonald, and Olive Sturgess will be seen as Francine Williams, Chuck's next-door girl friend. Ann B. Davis will play Schultzy, Collins' secretary.

William Esty Company, Inc., is the advertising agency for the R.J. Reynolds Tobacco Company.



April 22, 1957

MERCHANTS IN CITIES THROUGHOUT U.S. COOPERATE WITH NBC RADIO AFFILIATES IN CONTEST FOR 'MOST BEAUTIFUL VOICE IN AMERICA'

Merchants in scores of cities throughout the nation are cooperating with NBC Radio Affiliates in promoting a contest to find "The Most Beautiful Voice in America."

The local stations are holding competitions (April 15 to May 31) to find the best speaking voices in their areas. Local entries will be heard weekly on NBC Radio's MONITOR starting April 26. On June 16 "The Most Beautiful Voice in America:"will be picked from a group of five finalists.

In Raleigh, N.C., Station WPTF is receiving the cooperation of four local appliance dealers, who purchased 26 one-minute announcements and 26 station breaks weekly. Contestants' voices are recorded in an eight-foot-high booth shaped like a microphone. A special screen trailer in local theatres and extensive newspaper publicity are promoting the contest.

Station WIRA, Fort Pierce, Fla., has each contestant record a 40-word commercial announcement for one of the 10 local sponsors. The best recordings are used on the air for an entire week, and each week a new group of contestants' voices is broadcast. The station is adding a \$25 Savings Bond to the regular list of prizes.

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#### 2 - Contest

In Louisville, Ky., Station WAVE is using 30 announcements per day to promote the contest, which is sponsored by seven local retailers. Contestants may record their voices for two hours daily at convenient locations which are changed weekly.

At WRCV, Philadelphia, a jewelry chain with eight stores is sponsoring the contest. A winner is selected to appear nightly on the station's disc jockey program, and the week's top-ranking contestant receives a table model radio as a special prize.

A jeweler in Hartford, Conn., has contributed a valuable wristwatch and diamond ring to Station WTIC's "Most Beautiful Voice in America" contest. The station is using a heavy schedule of onthe-air recordings of its most popular personalities to promote the contest.

The entire western part of the state of Washington is being covered by the contest of Station KOMO, Seattle. Recording booths have been set up in Everett, Mt. Vernon, Bellingham, Tacoma, Olympia and Aberdeen, through the cooperation of local stores. A leading department store in Seattle is promoting the contest with signs and window displays.

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NBC-New York, 4/22/57



SCHEDULE OF ANNOUNCEMENTS IS BROADCAST ON 'MONITOR'
DAY AFTER CHRYSLER CORPORATION PLACES ORDER

In a striking demonstration of the speed and flexibility of network radio, a series of commercials was broadcast on NBC's MONITOR within a day after it was ordered.

When Chrysler Corporation cars took the top three places in the annual Mobilgas Economy Run, a stock car race from Los Angeles to Sun Valley on Thursday, April 18, the company wanted to publicize its achievement as quickly as possible. Chrysler's agency -- McCann-Erickson in Detroit -- placed an order for ten one-minute announcements during the weekend on "Monitor." By means of a closed circuit broadcast, the Sales Traffic Department of the NBC Radio Network cleared the time with the affiliates.

Copy for the announcements was telephoned from Detroit to New York, the commercials were recorded, and the first announcement went on the air Friday night -- within 24 hours after the order was placed.

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April 22, 1957

"QUEEN FOR A DAY" REACHES 12TH ANNIVERSARY; PROGRAM WHICH STARTED ON RADIO IS NOW ON NBC-TV AS TOP-RATED DAYTIME TELEVISION SERIES

Some \$14,000,000 in gifts and 15,000 contestants ago, "Queen for a Day" launched its remarkable career.

On Monday, April 29, the show will celebrate its 12th anniversary. Originally a radio program, "Queen for a Day" has been an NBC-TV feature since Jan. 3, 1955 and is the top-rated daytime show in television.

And when emcee Jack Bailey crowns the 3,141st queen on that day, it will be a special event, too, for the winning contestant. She will receive an outstanding array of gifts arranged just for the occasion.

For a guy who has probably given away more gifts than any other show emcee, Bailey started that career inauspiciously enough in 1945.

Bailey and producer Harry Mynatt are the only two original members still with the show. Mynatt started off as the official escort for the queens and spent more than \$500,000 in entertaining the winners during the ll years he held the job. About \$50,000 of that sum went into tips alone.

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### 2 - 'Queen For A Day'

Raymond R. Morgan, originator of the show, feels that its success is due to the average housewife's continuing desire to have nice things. "Queen" gives them a chance to tell their innermost wishes, receive wonderful gifts -- and thus thrill women viewers all over America.

To make this formula click, "Queen" gives away about \$3,500 in cash and gifts daily and sends its winner on trips worth an additional \$500 to \$5,000. Last year, for instance, the show handed out more than \$1,000,000 in gifts and trips.

"Queen for a Day" is seen Mondays through Fridays at 4 to 4:45 p.m., N.Y.T.

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NBC-New York, 4/22/57



## N.J. WOMAN WINS 'KITCHEN SHOWCASE' WITH BEST GUESS AMONG 763,000 IN CONTEST ON 'PRICE IS RIGHT'

Mrs. Mario J. Centi of Clifton, N.J. will have an ultramodern kitchen in her home as her award for winning a "Kitchen
Showcase" on NBC-TV's THE PRICE IS RIGHT (Mondays through Fridays,
ll a.m., EST).

Mrs. Centi was among 763,000 home viewers throughout the country who sent cards estimating the price of the showcase of prizes displayed on the program from April 8 through 12. Emcee Bill Cullen announced on April 19 that Mrs. Centi had won with a guess one penny short of the actual price, \$2,623.96. The "Kitchen Showcase" includes a refrigerator-freezer combination (\$729.50), a laundromatdryer (\$404.90), a dishwasher (\$299.95), a wall oven (\$278.25), built-in cabinets (\$830.00), a meat slicer (\$19.95), and custom installed linoleum (\$61.41).

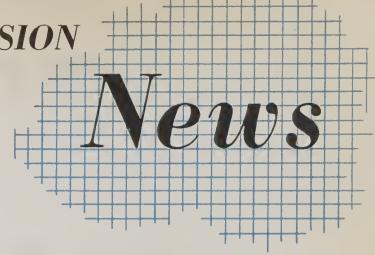
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#### CHEERFUL SPELLERS

The student body cheering section of UCLA (the University of California at Los Angeles) will tackle a new set of words during the <u>Sunday</u>, <u>April 28</u>, WIDE WIDE WORLD (NBC-TV, 4-5:30 p.m., EDT). The group will spell out "Wide Wide World" in cards.

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NBC'S CARLETON D. SMITH, GENERAL MANAGER OF WRC AND WRC-TV, WASHINGTON,
RECEIVES TRIBUTE FROM PRESIDENT EISENHOWER

Carleton D. Smith, NBC Vice President and General Manager of WRC and WRC-TV, was honored Thursday, April 18, by President Eisenhower for his service to the community.

Mr. Smith, who is in charge of the NBC Owned Stations in Washington, was guest of honor at a Kiwanis Club luncheon at the Mayflower Hotel. He was presented with the following message:

To the members and guests of the Washington Kiwanis Club, gathered in honor of Mr. Carleton D. Smith, I send greetings. In public service, in business and in charities, Mr. Smith makes a splendid contribution to the Washington community. By keeping his neighbors alerted to the facts and needs of the world, he has encouraged the growth of a strong and generous citizenry. Congratulations to Mr. Smith and best wishes to all who honor him.

(SIGNED) DWIGHT D. EISENHOWER

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April 23, 1957

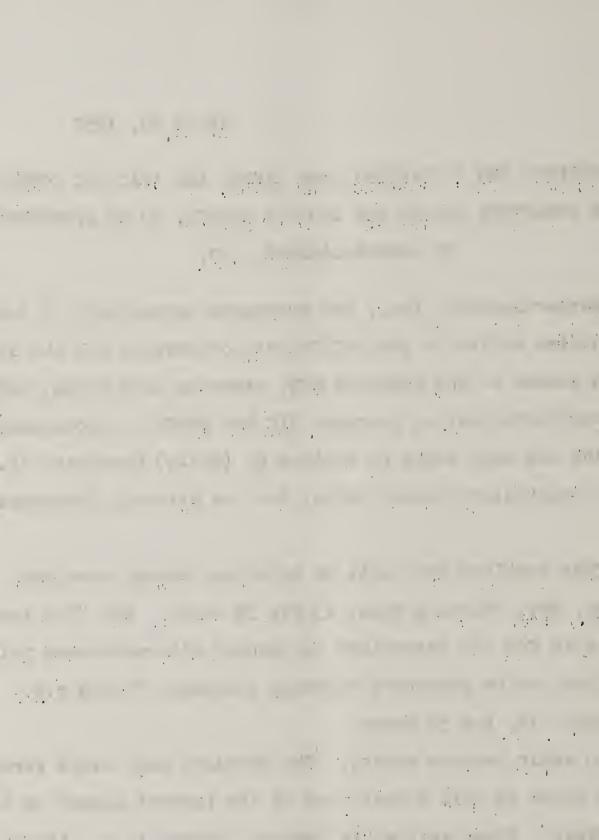
'THE RESTLESS GUN,' STARRING JOHN PAYNE, AND 'TIC TAC DOUGH,'
NBC-TV NIGHTTIME SERIES FOR 1957-58 SEASON, TO BE SPONSORED
BY WARNER-LAMBERT, INC.

Warner-Lambert, Inc., has purchased sponsorship of two new major nighttime series on the NBC Television Network for the 1957-58 television season -- THE RESTLESS GUN, starring John Payne, and the popular quiz-participation program, TIC TAC DOUGH. Announcement of the purchase was made today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

"The Restless Gun" will be televised Monday evenings, 8-8:30 p.m., NYT, starting Sept. 23 for 52 weeks. The "Tic Tac Dough" purchase calls for the advertiser to sponsor alternate-week telecasts of the series, to be presented Thursday evenings, 7:30-8 p.m., NYT, starting Sept. 12, for 52 weeks.

An adult Western series, "The Restless Gun" stars screen actor John Payne as Biff Ponset, one of the fastest gunmen in the post-Civil War West. Known as the Six Shooter, Ponset is an itinerant cowhand who drifts from town to town riding the cattle drives and meeting adventure at every stop along the way.

(more)



### 2 - 'The Restless Gun' and 'Tic Tac Dough'

A top Hollywood personality for years, Mr. Payne has starred in scores of memorable motion pictures, including "The Razor's Edge,"
"The Saxon Charm," "Miracle on 34th Street," "Sentimental Journey" and "To the Shores of Tripoli."

"The Restless Gun" will be produced by David Dortort of Revue Productions.

"Tic Tac Dough," NBC-TV's Monday-through-Friday daytime quiz series, will make its debut as a nighttime entry during the coming season. The nighttime version of "Tic Tac Dough" will use a format similar to that which has proven so effective for its daytime counterpart, with an increase in the amount of the prizes offered. The nighttime quizmaster for the series will be announced at a future date.

Jack Barry will continue as host on the network's daytime version.

"Tic Tac Dough" is produced by Barry and Enright Productions, Inc.

Sullivan, Stauffer, Colwell and Bayles, Inc., advertising agency handled the negotiations for Warner-Lambert.

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NBC-New York, 4/23/57

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### NBC TRADE NEWS

### 'MONITOR' PROMOTIONAL FILM CITED BY TELEVISION MAGAZINE AS A MILESTONE IN DEVELOPMENT OF TV COMMERCIALS

A film commercial promoting NBC Radio's "Monitor" has been cited by Television Magazine as an outstanding contribution in the development of TV commercials.

The "Monitor" film was selected by the magazine for special mention in an article, "The Television Commercial," which appears in its May issue. The article states that the film "marked radio's first use of television...it is a classic abstract cartoon with rich and vivid sound effects."

The commercial, which was issued in 10-second and 20-second versions to promote the debut of "Monitor" in 1955, combines animation and abstract music. It was made by Transfilm, New York film producer.

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#### NAT 'KING' COLE IS PROFILE SUBJECT OF DOWNBEAT MAGAZINE

A two-part profile starting in the current issue of Downbeat Magazine gives the story of the career of Nat "King" Cole, star of his own NBC-TV show Mondays (7:30 p.m., EDT). The profile refers to Cole as "a pianist who turned singer to find a kingdom."

The article also brings out the little-known fact that he started his career at 17 by forming a band of high school students in Chicago.

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The same of the sa THE TAX SECTION AND THE PROPERTY. the second of th and the second of the second of the second "PRODUCERS' SHOWCASE" HONORED FOR "ROMEO AND JULIET" COLORCAST

The NBC-TV PRODUCERS' SHOWCASE colorcast of "Romeo and Juliet" with the Old Vic Company March 4, 1957, was honored today (April 23) as "one of the best shortened versions of the play available to the mass media."

Joseph Verner Reed, president of the board of trustees of the American Shakespeare Festival, presented an award to the program at a luncheon at Hotel Waldorf-Astoria, New York, in observance of the 393rd anniversary of the birth of William Shakespeare. This was one of several awards presented annually by the Festival board for outstanding Shakespearean cultural contributions. Helen Hayes was honorary chairman and Cyril Ritchard master of ceremonies at the luncheon.

John Houseman is artistic director of the American Shakespearean Festival Theatre and Academy, which was organized in 1955,
and which will present "Othello," "The Merchant of Venice" and "Much
Ado About Nothing" at its Stratford, Conn., theatre this Summer.
Katharine Hepburn and Alfred Drake will star in the latter two plays.

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April 24, 1957

CHARLES VAN DOREN, IN FIRST NBC ASSIGNMENT, WILL BE COMMENTATOR
AND HOST FOR REPEAT TELECAST OF 'CALL TO FREEDOM'

Charles Van Doren's first assignment since he signed the long-term agreement earlier this month which provides NBC with all of his TV and radio services will be with the network's "Project 20."

Henry Salomon, who heads the special film unit, said today that the Columbia University teacher and quiz winner of NBC-TV "Twenty-One" fame will be host and commentator on a repeat presentation of CALL TO FREEDOM Sunday, May 5 (4-5:30 p.m., EDT). This exploration-on-film of a nation's march toward liberty and independence will be one of three "Project 20" programs to be repeated within the next two months.

"We of 'Project 20' are not, to be sure, attempting to teach in the usual sense," Mr. Salomon said, "but our raw material is history and the men who made it. We are pleased, therefore, to have a dedicated teacher like Mr. Van Doren with us now, and it is our hope that he will be associated with us in future 'Project 20' events."

In addition to "Call to Freedom," NBC will repeat "Three,
Two, One -- Zero," the first TV program to tell the over-all story
of nuclear energy, and "Nightmare in Red," the reconstruction -- from
historic film -- of the story of how Communism came to Russia and
became the menace of our time.

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Since the programs are being repeated on a sustaining basis, the normal minutes of commercial time will be given over to newly-prepared live commentary. Joseph C. Harsch, NBC Washington commentator, will be commentator for "Three, Two, One -- Zero" and "Nightmare in Red." His commentary for these full-hour programs will run five minutes at the close. Van Doren's commentary for the 90-minute program will run eight minutes, spoken at opening, middle and close.

"Call to Freedom," first telecast Jan. 7, 1957, is concerned with Austria, but its story has a significance which transcends any single nation. It is, in fact, a parable of present-day tyranny in Hungary. Its story is told in a two-fold way: through dramatic film and narration, as with other "Project 20" programs, but also through the medium of Beethoven's opera "Fidelio," which is in itself a parable of the unending human struggle for freedom and justice. Interwoven with the big scenes from "Fidelio," and paralleling them, are actual episodes of Austria's history from the days of imperial splendor through its time of trouble as a Nazi slave state and down to its rebirth as a free and independent nation in 1955.

A "Project 20" crew under producer Salomon's supervision captured in sight and sound the most moving and significant scenes of the "Fidelio" production that reopened the rebuilt Vienna State Opera House, which had been destroyed by bombs during World War II. Some of the most celebrated artists of this great musical institution are seen and heard for the first time on American television, among them Martha Moedl, Anton Dermota, Irmgard Seefried, Paul Schoeffler and

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### 3 - 'Call to Freedom'

Dr. Karl Bohm, who leads the Vienna Philharmonic in the opera performance. To seek historic film footage for the factual phases of the drama, "Project 20" researchers drew upon the film archives of the United States and Europe. Some of these scenes from contemporary history show Emperor Franz Josef and his court, Adolf Hitler and his Brown Shirts, and the people of Austria today.

"Three, Two, One -- Zero," first presented Sept. 13, 1954, is a searching exploration of that strange paradox confronting the world today: magnificent hope and utter disaster lying hidden in the heart of the same atom. Its title comes from the rhythmic counting of the seconds that precedes each test blast of a nuclear device. It was produced with the technical assistance of the Atomic Energy Commission and high officials of the government. It utilizes the most telling and powerful of the film footage available in this country as well as from Russia, Japan and elsewhere, and includes the "best" of 52 different nuclear explosions available on film.

"Nightmare in Red," first telecast Dec. 27, 1955, is a filmed re-creation of events that shook the world and changed the course of history, reviving on film scenes, moods and deeds thought to have passed beyond recapture. Some of the "Nightmare in Red" footage on Communism inside Russia had never been seen publicly; some of it had not been viewed for decades.

"Project 20" derives its title from the Twentieth Century and dramatizes its major themes with a blending of film, music and spoken narration. It has, to date, been honored with 22 awards.

Honors received by Henry Salomon for "Victory at Sea" and "Project 20" include the Peabody Award, the Robert J. Flaherty Award and Edinburgh Film Festival Citation.

the Property of the contract o and the contract of the contra THE THE THE THE STATE OF THE SELLO The same time to the fact that the same time to the transfer of the transfer o property of stationary to the management of the second  NBC'S JUDITH WALLER--ONE OF INDUSTRY'S BEST-KNOWN WOMEN--TO RETIRE

Judith Waller, NBC public affairs representative -- one of the broadcasting industry's best-known women -- will retire from her NBC post April 30 after 35 years of service in the field.

In 1923, Miss Waller was appointed by Herbert Hoover, then Secretary of Commerce, to a commission to study the feasibility of commercial broadcasting in the U.S. The year before, she had been named manager of WMAQ when that Chicago radio station was established. In 1931, when NBC bought the station, Miss Waller became the network's Central Division public affairs and education director, a position she filled for 25 years.

Despite her retirement from NBC, Miss Waller will not curtail her activities on behalf of the industry. In May, she will conduct a radio-TV seminar at Michigan State University and will act as consultant for the university's broadcasting activities. In June, she will take part in the Purdue University TV Workshop, and during the Summer will visit other universities and educational organizations. She will be associated with Northwestern University during the 1957 Fall term.

Miss Waller had a profound influence on the development of industry-wide patterns in public service, educational and cultural programming. She pioneered in broadcasts of lectures from college classrooms and musical appreciation programs, presented programs designed for classroom listening in the Chicago public schools, and

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As manager of WMAQ, Miss Waller scheduled the first regular series of major league baseball and college football games, and also organized radio's first regular dramatic company, the WMAQ Players. She is the author of "Radio, the Fifth Estate," a widely used text and reference book.

Miss Waller was born in Oak Park, Ill., and after graduating from high school began her business career as a broker's secretary.

Later, she joined the Chicago staff of the J. Walter Thompson Company, advertising agency, and from there joined WMAQ. She now lives in Evanston, Ill.

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NBC-New York, 4/24/57

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# NBG RADIO NETWORK NEWS

NBC RADIO NETWORK TO BASE PROGRAM SCHEDULE ON DAYLIGHT SAVING TIME STARTING APRIL 28

Beginning <u>Sunday</u>, <u>April 28</u>, and continuing through <u>Saturday</u>, <u>Oct. 26</u>, the NBC Radio Network's program schedule will be based on Daylight Saving Time.

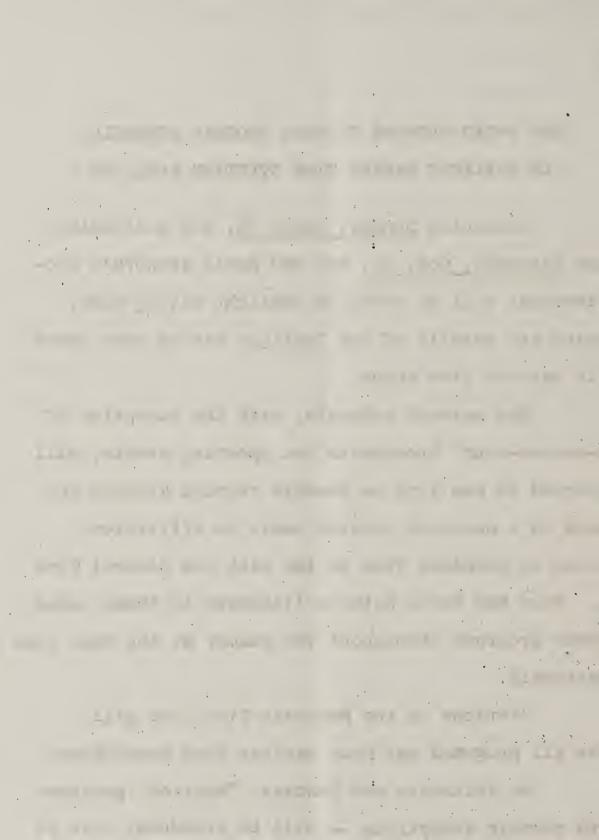
Following are details of the Daylight Saving Time operation in various time zones:

The network schedule, with the exception of "News-on-the-Hour" broadcasts and sporting events, will be recorded in New York on Mondays through Fridays for playback on a one-hour delayed basis to affiliates operating on Standard Time in the East and Central Time Zones. Thus NBC Radio Network listeners in these zones will hear programs throughout the Summer at the same time as previously.

Stations in the Mountain Time Zone will receive all programs one hour earlier than heretofore.

On Saturdays and Sundays, "Monitor" programs -- with certain exceptions -- will be broadcast live to all stations on a no-delay basis.

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April 25, 1957

LEVER BROTHERS COMPANY TO SPONSOR 'THE LIFE OF RILEY'
ALTERNATE WEEKS ON NBC-TV BEGINNING FRIDAY, JUNE 14

The Lever Brothers Company will sponsor THE LIFE OF RILEY, NBC-TV's veteran situation comedy series, on alternate weeks starting Friday, June 14 (8:30-9 p.m., EDT), it was announced today by William R. (Billy) Goodheart Jr., Vice President, NBC Television Network Sales.

The new order calls for Lever Brothers to sponsor a total of 33 programs over a 65-week period and was placed through Batten, Barton, Durstine and Osborn, Inc.

"The Life of Riley" will begin its sixth year on NBC-TV this Fall. The series stars William Bendix, who first played the role of Chester A. Riley on NBC Radio in 1946, as the well-intentioned but fumbling riveter whose family life is filled with crises. Marjorie Reynolds portrays his patient wife, Peg.

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DEAN SHAFFNER WILL JOIN NBC AS DIRECTOR
OF SALES PLANNING, TV NETWORK SALES

Dean Shaffner will join NBC on May 20 as
Director of Sales Planning, Television Network Sales,
it was announced today by Don Durgin, Vice President,
Sales Planning, Television Network Sales, for the
National Broadcasting Company.

Mr. Shaffner has resigned as Vice President in charge of Sales Development and Research for the ABC Radio Network. Previously he had been director of Sales Development and Research for ABC Radio, Director of Research for ABC Radio, and Assistant Director of Research and Sales Development for the ABC Radio and Television Networks. Mr. Shaffner joined ABC in 1949 as a sales presentation writer and became Manager of Sales Presentations for ABC Television in 1951.

Mr. Shaffner served as manager of radio-tele-vision research for the Biow Company, Inc., and production manager for Crosley, Inc., and C.E. Hooper, Inc., before joining ABC.

He is a graduate of Harvard University. Mr. Shaffner, his wife and five-year-old daughter live in Glen Rock, N.J.

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NBC RADIO NETWORK AND BOB CONSIDINE HONORED

BY RESERVE OFFICERS ASSOCIATION

The Distinguished Service Citation of the Reserve Officers Association of the United States has been awarded to the NBC Radio Network and to Bob Considine for their "outstanding contribution to the national defense interests of the United States."

The award, first such honor to be bestowed on a radio network or a news commentator in the association's 35-year history -- is based on a broadcast made by Considine over the NBC Radio Network on Feb. 10, 1957, stressing the necessity of maintaining the Strategic Air Command at maximum strength. The citation stated, in part: "NBC Radio continues its vigilance in the field of national defense by highlighting news programs and commentators reflecting the threats of Soviet aggression."

Col. Roger L. Zeller, national president of the Association, presented the award to Considine during NBC-TV's "Tonight!" show April 24. Colonel Zeller will present the Network award to Matthew J. Culligan, Vice President in charge of the NBC Radio Network, on "Monitor" this weekend.

The Reserve Officers Association consists of 68,000 officers of all the military services.

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### CREDITS FOR NBC RADIO'S "TRUTH OR CONSEQUENCES"

TIME: Mondays through Fridays,

10:05-10:30 a.m., EDT.

RETURNS: April 29, 1957.

FORMAT: Audience-participation in

comedy stunts, with prizes

to persons who successfully

complete "consequences."

EMCEE-HOST: Bob Barker.

EXECUTIVE PRODUCER: Ralph Edwards.

PRODUCER: Ed Bailey.

ASSISTANT PRODUCER: Charles Lyon.

CONTINUITY: Bill Burch, Cal Howard, Bobby

Laher and Bill Reed.

ANNOUNCER: Charles Lyon

SPONSORS: Participating.

ORIGINATION: NBC Hollywood.

PREMIERE ON NBC RADIO NETWORK: Aug. 17, 1940.

NBC PRESS REPRESENTATIVES: Don Jones, Hollywood, Al Busse,

New York.

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April 25, 1957

# TENTH ANNIVERSARY OF "KRAFT TELEVISION THEATRE" POINTS UP SERIES' PACE-SETTING ACHIEVEMENTS

KRAFT TELEVISION THEATRE begins its 11th consecutive year on NBC Wednesday, May 8 (9 p.m., EDT) in its familiar role of presenting pace-setting full-hour dramatic programs.

The program -- now a colorcast series -- will present, in a return engagement, Tommy Sands, the young singer who was introduced in a "Kraft" drama Jan. 30 of this year, and became a star overnight. Victor Jory will star with Sands in a drama titled "Flesh and Blood."

In the less than three months since Sands! appearance on the long-running TV drama series the following things have happened to him:

His record, "Teenage Crush," introduced on the show, has passed the "million" sales mark.

The record has risen to a top position in Variety's list of best sellers.

He was signed to a Movie contract.

He was tested for a role in "Marjorie Morningstar."

He has made guest appearances on "The George Gobel Show" and "The Tennessee Ernie Ford Show."

#### 2 - 'Kraft Television Theatre'

He was a featured singer at the "Oscar" Awards presentation.

He was the subject of a "This Is Your Life" telecast.

His "life story" has just been published in magazine

form.

Few dramatic programs on television can lay claim to having spring-boarded an actor to such acclaim and activity.

The role of pace-setter in presenting new talent or creating new milestones in the development of the medium is nothing new to "Kraft."

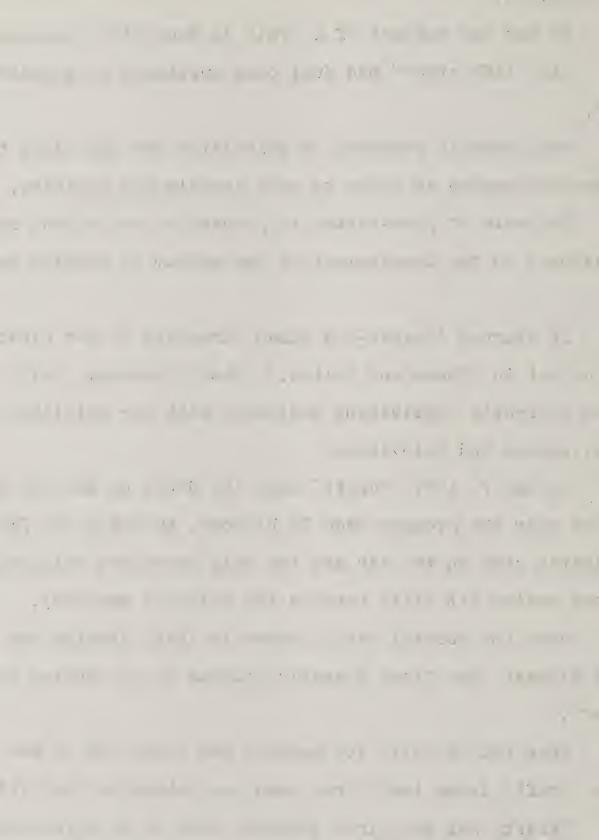
It starred 16-year-old Susan Strasberg in her first big TV role as Juliet in "Romeo and Juliet." Miss Strasberg, still in her teens, is currently captivating audiences with her brilliant acting on stage, screen and television.

On May 7, 1947, "Kraft" made its debut on NBC and in its very first year the program made TV history, becoming the first full-hour dramatic show on the air and the only sponsored full-hour show on the new medium (it still retains its original sponsor).

When the coaxial cable opened in 1949, linking the East with the Midwest, the first dramatic program to be carried over it was "Kraft."

When NBC-TV built its mammoth new Studio 8H in New York, it was a "Kraft" drama that first used its extensive facilities.

"Kraft" was the first dramatic show to be televised in compatible color.



#### 3 - 'Kraft Television Theatre'

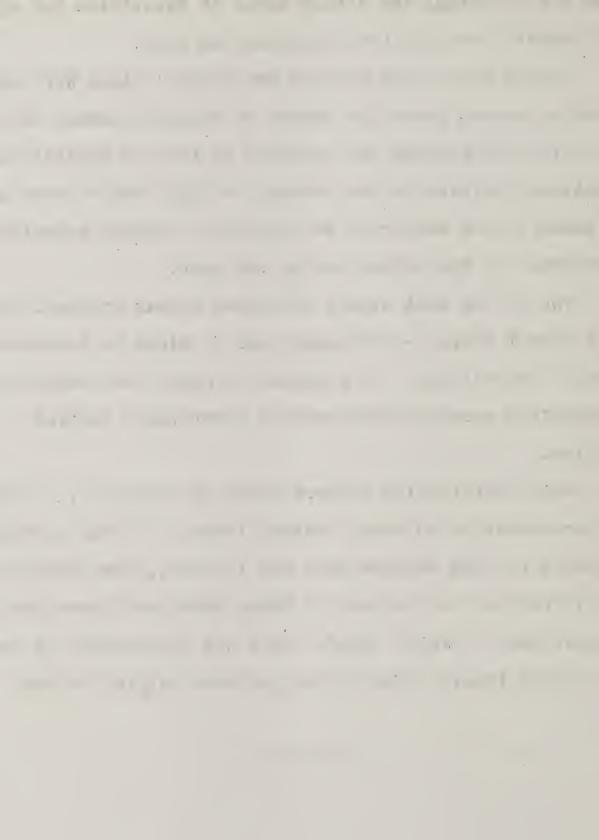
The cavalcade of "Kraft" through the years touched not only upon the technical and acting areas of television but upon the field of dramatic writing for television as well.

In its early days most of the series' plays were adaptations, but in recent years the number of original dramas written especially for the program has exceeded by far the adaptations. To further attract writers to the medium, in 1956 "Kraft" made a \$50,000 award to the author of the original teleplay selected as the "best produced" by the series during the year.

Two of the most widely acclaimed dramas produced on television in recent years -- "Patterns" and "A Night to Remember" -were "Kraft" productions. In response to public and critical acclaim
both productions were repeated shortly after their initial
presentation.

While outstanding players often are featured, it is the series' concentration on story content instead of star personalities that accounts for its success over the 10 years, some observers point out. But, as in the case of Tommy Sands and Susan Strasberg -- to name just two -- while "Kraft" does not concentrate on presenting stars, it finds itself often in the position helping to make them.

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April 26, 1957

EIGHT TOP PLACES -- MORE THAN ANY OTHER NETWORK -- GO TO NBC PROGRAMS
AND PERSONALITIES IN TV POPULARITY POLL OF N.Y. HERALD TRIBUNE

#### FOR RELEASE MONDAY A.M., APRIL 29

NBC programs and personalities have won eight top places, more than any other network, in a "viewer popularity" poll conducted by the New York Herald Tribune.

Perry Como won two top places as "favorite male vocalist" and "favorite male personality." Other NBC winners are:

Dinah Shore -- "favorite female vocalist."

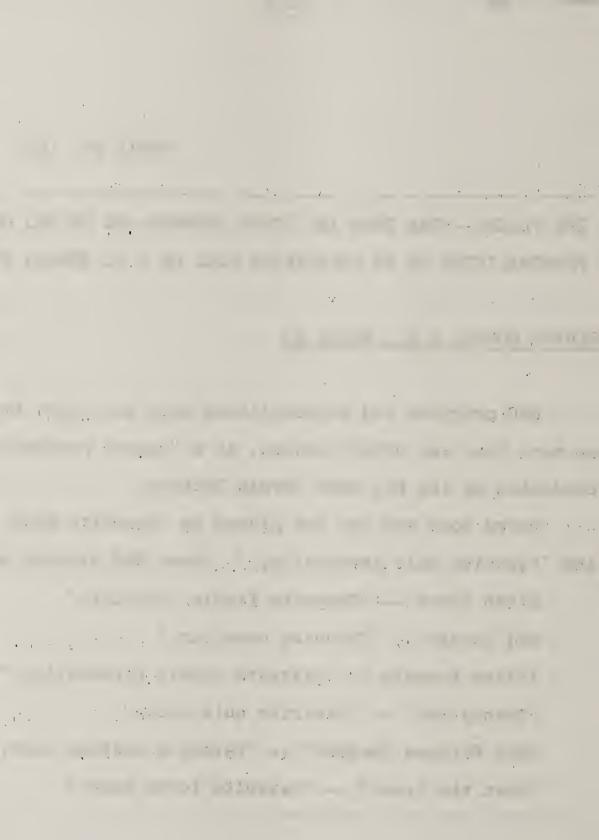
Sid Caesar -- "favorite comedian."

Arlene Francis -- "favorite female personality."

"Twenty-One" -- "favorite quiz show."

"NBC Matinee Theater" -- "favorite daytime show."

"Meet the Press" -- "favorite forum show."





# NBC HONORED BY AMERICAN PUBLIC RELATIONS ASSOCIATION FOR EFFORTS IN ACQUAINTING NATION WITH VALUES OF NETWORK SERVICE

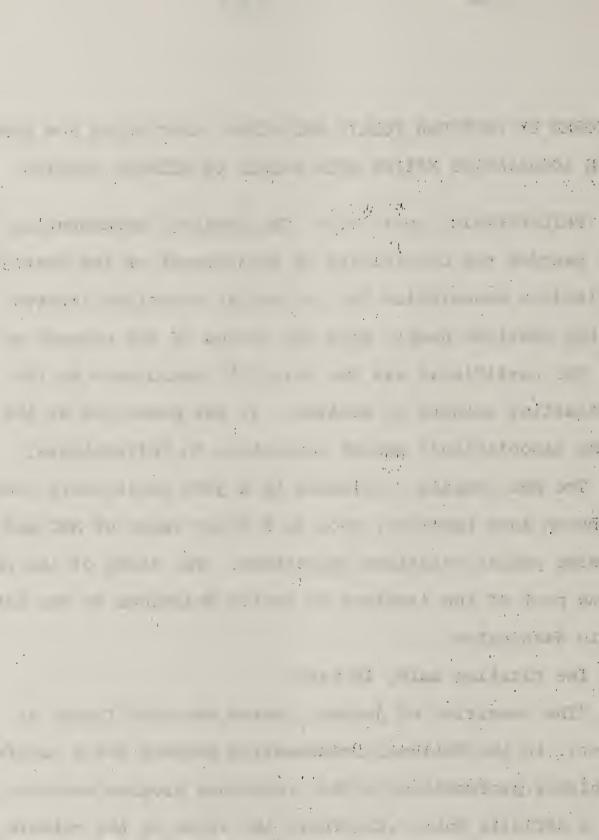
PHILADELPHIA, April 26 -- The National Broadcasting Company today was awarded the Certificate of Achievement of the American Public Relations Association for its public relations efforts to acquaint the American people with the values of the network service.

The certificate was the only 1957 award made by the APRA to a broadcasting network or station. It was presented at the dinner closing the association's annual convention in Philadelphia.

The NBC campaign, climaxed by a 30th anniversary convention in Miami Beach last December, took in a broad range of NBC and industry-wide public relations objectives. The story of the campaign will become part of the Archives of Public Relations of the Library of Congress in Washington.

The citation said, in part:

"The committee of judges...voted the Certificate of Achievement...to the National Broadcasting Company for a carefully planned, highly professional public relations program reaching its climax at a definite date...Carefully the value of the network as a unifying force for news, culture, advertising, and economics was portrayed in the organization's 30th anniversary convention, in special events and in messages voiced by the Corporation's President.



#### 2 - APRA Award

Community interest was shown by initiation of a major educational television project. And the history of network development was widely and effectively publicized in all media."

Keynote of the campaign was the observation by Robert W. Sarnoff, President of NBC:

"This is a business of infinite complexity, more difficult to grasp than any other business in existence."

Main objectives of the campaign, as outlined in the APRA report, were:

"First, to explain the historical necessity, the day-to-day functioning, and the future potential of the nation's networks...to the public, the government, the advertisers and the press.

"Second, to illustrate this explanation with a close-up view of NBC -- from its founding by the Radio Corporation of America in 1926 as the nation's first network to its present leadership in the development of color television."

The campaign emphasized the functions of a network as:

- 1. A unifying force in American communications.
- 2. A basic part of the rapidly developing electronic industry.
- 3. Chief source of high-quality, balanced programming.
- 4. Most comprehensive of all entertainment media.
- 5. A news medium of immediacy and world scope.
- 6. A major cultural force in American life.
- 7. Medium of information covering all branches of knowledge.



- 8. A national advertising force spurring the American economy.
- 9. A prime force in the growth of television and radio.

All departments of the NBC Division of Public Relations were geared into the campaign -- publicity, exploitation, information, advertising and promotion and continuity acceptance. These departments used every available vehicle of communication -- speeches, brochures, newspapers, magazines, trade press, direct mail and the company's own media of radio and television. Emphasis was laid on contact with opinion-forming groups in all areas of American life.

A series of public statements -- in the form of speeches, articles, and testimony before Congressional groups -- by Mr. Sarnoff enunciated the basic themes of the campaign, and these themes were developed through other activities. As the NBC 30th anniversary observance neared, the themes were increasingly tied together in a comprehensive telling of the network story.

Mr. Sarnoff's keynote address at the 30th anniversary convention climaxed the campaign. In the address, he defined the network service as "the omnibus national medium."

"It is entertainment -- entertainment on a scale that dwarfs the Broadway stage, the Hollywood studio," he said. "It is news -- news collected by a world-girdling organization and served

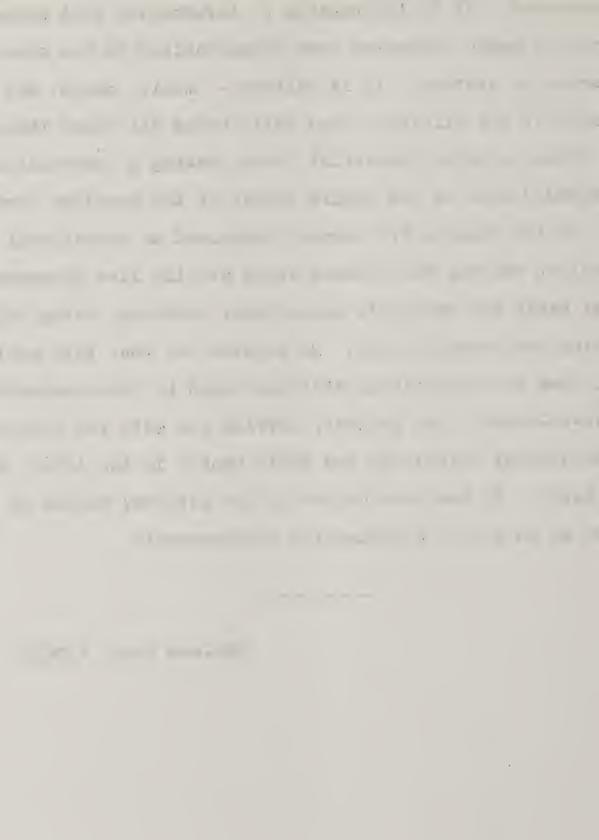


up to listeners and viewers on a timetable that outraces the most nimble newspaper. It is information -- information that spans the whole range of human endeavors from presentations on the atom to telementaries on history. It is culture -- music, opera, and Shakespeare for the millions...And while being all these things, it has also become a major industrial force, making a contribution of profound significance to the upward thrust of the American economy."

In the speech, Mr. Sarnoff announced an educational television project whereby the network would provide live programming on a national basis for America's educational stations, using NBC leased lines during non-network hours. He pointed out that this would be the first time the educational stations would be inter-connected from coast-to-coast. The project, carried out with the cooperation of the Educational Television and Radio Center in Ann Arbor, Mich., began in March. It has been hailed by the Saturday Review of Literature as an act of broadcasting statesmanship.

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NBC-New York, 4/26/57





April 26, 1957

VICE PRESIDENT NIXON TO INSTALL CORNERSTONE OF NBC'S WASHINGTON BUILDING FOR STATIONS WRC AND WRC-TV

## FOR RELEASE SUNDAY, A.M. APRIL 28, 1957

Vice President Richard M. Nixon will install the cornerstone of the new Washington building of the National Broadcasting Company in a special ceremony Thursday, May 2. The \$4,000,000 installation, which will be completed in the Fall, is located on a seven-acre tract at 4001 Nebraska Avenue, N.W.

Participating in the cornerstone ceremony with Vice President Nixon will be Robert W. Sarnoff, President of the National Broadcasting Company; George C. McConnaughey, Chairman of the Federal Communications Commission, and Carleton D. Smith, NBC Vice President and General Manager of the NBC Owned Washington stations WRC and WRC-TV. The cornerstone ceremony will be televised on the NBC-TV Network morning program "Today" at 8:40 a.m., EDT. Also planning to attend the cornerstone dedication are Senator William F. Knowland (R.-Calif.), Senate Minority Leader Everett Dirksen (R.-Ill.), Senator Mike Mansfield (D.-Mont.), Senator Andrew Schoeppel (R.-Kans.) and Senator Alan Bible (D.-Nev.).

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#### 2 - NBC Washington

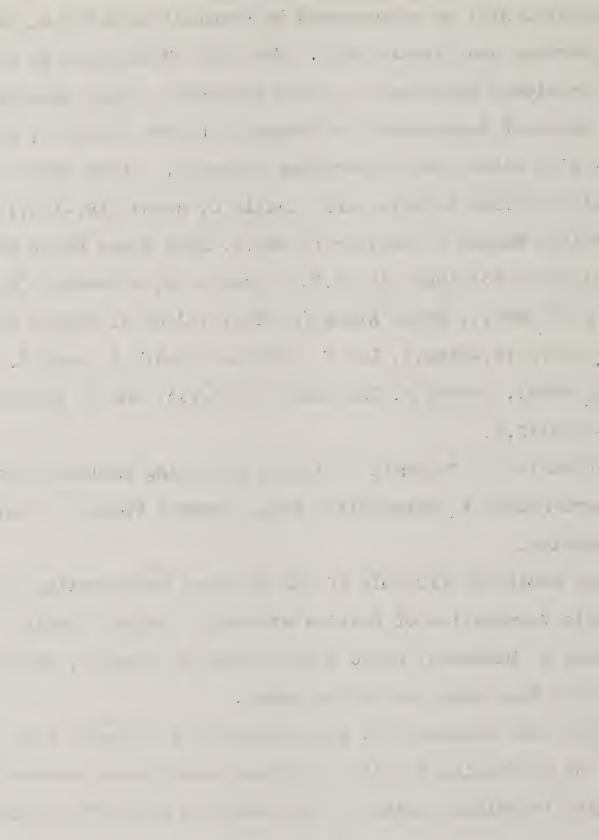
In addition to Chairman McConnaughey, the Federal Communications Commission will be represented by Commissioners T.A.M. Craven, Robert T. Bartley and Richard Mack. The White House will be represented by President Eisenhower's press secretary, James Hagerty.

House of Representatives Minority Leader Joseph W. Martin (R.-Mass.) will attend the cornerstone ceremony. Other members of Congress will include Minority Whip Leslie C. Arends (R.-Ill.), Representatives Morgan M. Moulder (D.-Mo.), John James Flynt Jr. (D.-Ga.), Isidore Dollinger (D.-N.Y.), Charles A. Wolverton (R.-N.J.), Oren Harris (D.-Ark.), Bruce Alger (R.-Tex.), John V. Beamer (R.-Ind.), William H. Avery (R.-Kans.), Leo W. O'Brien (D.-N.Y.), Paul F. Schenck (R.-Ohio), Steven B. Derounian (R.-N.Y.), and J. Arthur Younger (R.-Calif.).

District of Columbia officials attending include District Commissioners Robert F. McLaughlin, Brig. General Thomas A. Land and David B. Karrick.

In addition, officials of the National Broadcasting Company and the Radio Corporation of America attending include Charles R. Denny, Thomas B. McFadden, David Adams, Frank M. Russell, George Y. Wheeler, Harry Bannister and Julius Haber.

WRC news commentators David Brinkley and Bryson Rash will be masters of ceremonies for the televised cornerstone ceremony. The new radio and television center is the nation's first TV station plant designed and built from the ground up for color television broadcasting. The building will serve as home base for NBC Network programs originating in Washington. It will be headquarters for NBC commentators Richard Harkness, David Brinkley, Robert McCormick, Martin Agronsky, Bryson Rash and Ray Scherer.



#### 3 - NBC Washington

The network-televised cornerstone ceremony at 8:40 a.m., EDT, will be the highlight of a morning series of WRC and WRC-TV local originations from the new building site. Local radio and television shows are scheduled for 7:25 a.m., 7:55 a.m. and 8:25 a.m., EDT. During these periods guests to be interviewed include individuals who have participated in the planning and construction of the new broadcasting center. Architect Leon Chatelain Jr. will represent the firm of Chatelain, Gauger and Nolan which designed the building. Also to be interviewed are Joseph F. Nebel, builder and George Geddes, master mason. Mr. Geddes has been a master mason for 50 years and his projects have included the new U.S. Court House and the new State Department Building.

WRC and WRC-TV are now located at the Sheraton Park Hotel.
All broadcasting operations of the NBC Owned Washington stations will
move to the new plant when it is completed in the Fall.

During the cornerstone ceremony Vice President Nixon will place within the cornerstone itself a sealed copper box containing program schedules of WRC and WRC-TV from their first broadcast days in 1923 and 1947, respectively, and program schedules for May 2, 1957. Also in the cornerstone container will be a copy of the Congressional Directory of the 85th Congress, RCA catalogue material showing the latest 1957 radio and television receivers, and a volume of letters and remarks in tribute to Brig. General David Sarnoff, Chairman of the Board of RCA, on the occasion of his 50th year of service to radio, television and electronics.



# 4 - NBC Washington

WRC-TV on Channel 4 has been serving the nation's capital and surrounding states since June 27, 1947. It was the nation's first post-war TV station and the 11th to go on the air in the entire country. WRC is one of the nation's oldest radio stations, dating from Aug. 1, 1923.

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NBC-New York, 4/26/57

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April 26, 1957

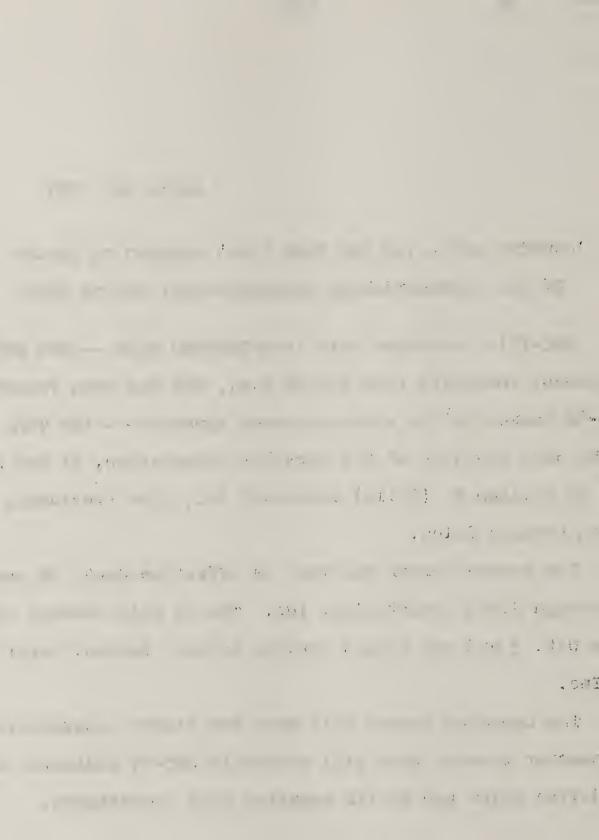
'GROUCHO MARX--YOU BET YOUR LIFE' RENEWED ON NBC-TV
BY ITS ALTERNATE-WEEK SPONSORS--TONI AND DE SOTO

NBC-TV's top-rated quiz show GROUCHO MARX -- YOU BET YOUR LIFE, telecast Thursdays from 8-8:30 p.m., EDT has been renewed for the 1957-58 season by its alternate-week sponsors -- the Toni Company and the De Soto Division of the Chrysler Corporation, it was announced today by William R. (Billy) Goodheart Jr., Vice President, NBC Television Network Sales.

The renewal order for Toni is effective Sept. 26 and was placed through North Advertising, Inc. The De Soto renewal is effective Oct. 3 and was placed through Batten, Barton, Durstine and Osborn, Inc.

The upcoming season will mark the eighth consecutive year that quizmaster Groucho Marx will entertain NBC-TV audiences with his rapid-fire quips and ad-lib repartee with contestants.

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OVERSEAS PRESS CLUB HONORS NBC'S IRVING R. LEVINE FOR
"BEST TELEVISION OR RADIO REPORTING FROM ABROAD"-A CITATION ALSO MADE TO NEWSMAN GARY STINDT

Irving R. Levine, NBC correspondent in Moscow, has won an Overseas Press Club Award for the "best television or radio reporting from abroad."

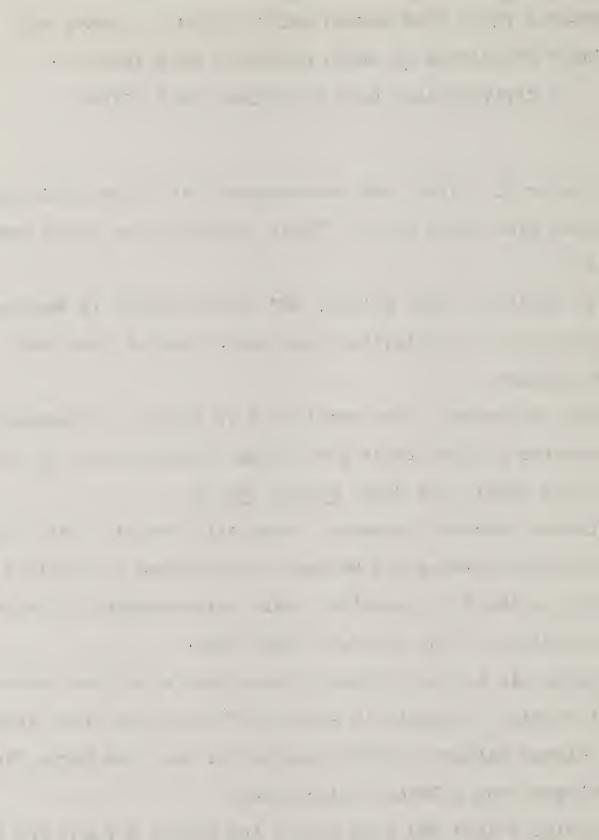
In addition, Gary Stindt, NBC correspondent in Berlin, won an OPC citation for his television and radio reports from West Germany and Hungary.

The OPC awards, for "excellence in foreign correspondence," will be presented at the club's 18th annual awards dinner in the Waldorf-Astoria Hotel, New York, Monday, May 6.

Levine, who was commended especially for his radio and filmed reports from Moscow and Warsaw, was assigned to Russia in August, 1955, as the first American radio correspondent to be permanently accredited to the U.S.S.R. since 1948.

Among his exclusive reports have been a written interview with Soviet Premier Bulganin in April, 1956, and the first interview with Erika Glaser Wallach, foster daughter of Noel and Herta Field, upon her release from a Soviet prison camp.

Levine joined NBC News during the Korean War and for 26 months of the war and truce talks he broadcast almost daily reports from Korea or Japan. During his service in the Far East he also reported on developments in Hong Kong, Formosa, Indo-China and Siam.



#### 2 - OPC Awards

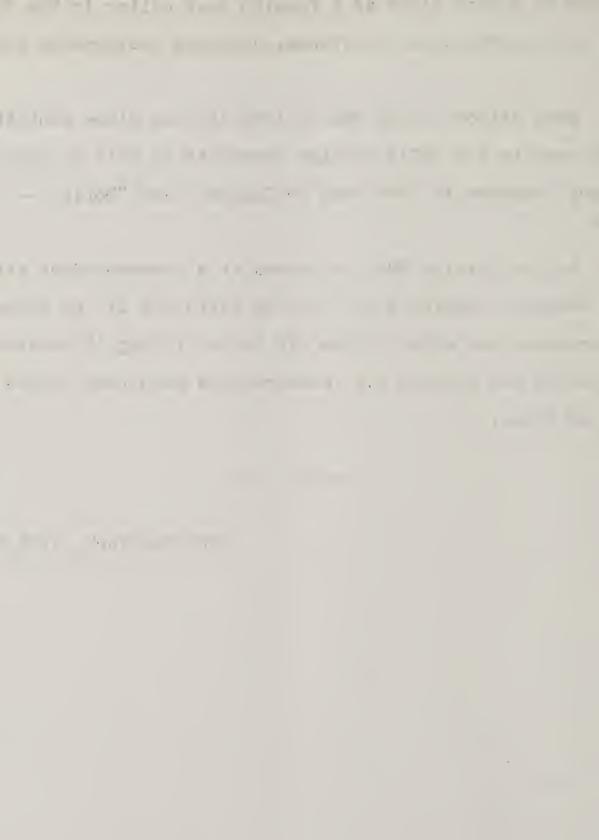
Levine moved over to NBC from the International News Service, where he served first as a foreign news editor in New York, then as chief of the INS bureau in Vienna, covering assignments throughout Europe.

Gary Stindt joined NBC in 1948 and has since contributed films and reports for NBC's regular newscasts as well as such special documentary programs as "The Road to Spandau" and "Berlin -- Window on Fear."

Before joining NBC, he served as a correspondent with American newsreel companies and, during World War II, he served as a combat correspondent with the 9th Air Force, flying 35 missions in medium bombers and filming U.S. paratroopers when they landed in Normandy on D-Day.

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NBC-New York, 4/26/57



# News



#### NBC SPOT SALES TO ISSUE DAYLIGHT SAVING TIME CHART

A Daylight Saving Time chart containing information about time changes in all parts of the United States will be issued to agency time-buyers next week by NBC Spot Sales.

The chart lists the 100 top markets and tells whether they will use Daylight Saving or Standard Time. The number of hours each market is behind New York time is also noted on the chart, which was designed to help time-buyers in planning schedules of adjacencies.

The Daylight Saving Time chart is the latest of the special services for agency personnel which are sponsored by NBC Spot Sales. The services include the Radio-TV Time Contract Chart, the Five-Year Calendar and the Radio-TV Spot Estimator.

As a further aid to time buyers, NBC Spot Sales plans to issue information about the expiration dates of Daylight Saving Time in the 100 leading markets when this information becomes available.

Requests for the chart should be sent to Promotion Department, NBC Spot Sales, 30 Rockefeller Plaza, New York 20, N.Y.

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NBC-New York, 4/26/57

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CREDITS FOR NBC RADIO'S "NIGHTLINE"

TIME:

Tuesdays, Wednesdays and Thursdays,

8:30-9 p.m. and 9:05-10 p.m., EDT.

Tuesday, April 30, 1957.

STARTING DATE:

FORMAT:

Features from nightclubs, interviews

with celebrities, human interest

stories and on-the-spot national and

international news coverage. News

commentators are Joseph C. Harsch

(Wednesday) and Martin Agronsky

(Tuesday and Thursday). Leon

Pearson and David Brinkley cover

features.

Walter O'Keefe

Benn Squires

Peter Lassally

Alice Wallace

Cappy Petrash

Priscilla Blackstone and Peter Flynn

Doreen Chen-yin Chu

Radio Central, New York

Participating

Al Busse, New York

HOST:

PRODUCER:

WRITER:

..........

ENTERTAINMENT EDITOR:

PRODUCTION ASSOCIATES:

ASSOCIATE PRODUCER:

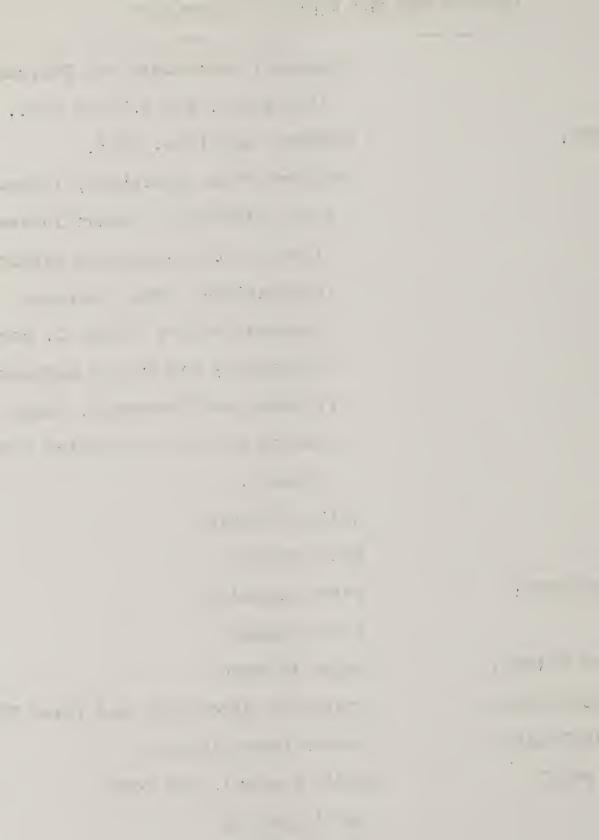
PRODUCTION ASSISTANT:

ORIGINATION POINT:

SPONSORS:

NBC PRESS REPRESENTATIVE:

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· NBC COLOR TELECAST SCHEDULE

May 5 - 11 (All Times EDT)

#### Sunday, May 5

3:30-4:00 p.m. -- ZOO PARADE -- Color film. (PLEASE NOTE: THIS IS AN ADDITION TO THE MAY COLOR SCHEDULE).

### Monday, May 6

1:30-2:30 p.m. -- CLUB 60 -- Singer Johnny Janis is guest.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Show of Strength"

8:00-8:30 p.m. -- THE ADVENTURES OF SIR LANCELOT -- Starring William Russell. Tonight's episode is "The Ugly Duckling."

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS -- "Longing for To Go," by Martha Wilkerson.

# Tuesday, May 7

1:30-2:30 p.m. -- CLUB 60 -- Folk singer Glen Yarborough is guest.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Make Believe Affair"

9:30-10:30 p.m. -- KAISER ALUMINUM HOUR -- "Death Is a Hero"

# Wednesday, May 8

1:30-2:30 p.m. -- CLUB 60

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "The Kindest Man in the World"

# Wednesday, May 8 (Cont'd)

- 8:00-8:30 p.m. -- MASQUERADE PARTY -- With panelists Betsy Palmer, Ilka Chase, Bobby Sherwood and Johnny Johnston. Eddie Bracken is emcee.
- 9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE -- "Flesh and Blood," starring Victor Jory and Tommy Sands.

# Thursday, May 9

- 1:30-2:30 p.m. -- CLUB 60
- 3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Thursday's Child," dramatization of a short novel by Mary George Kochos.
- 9:00 =10:00 p.m. -- RAY BOLGER'S WASHINGTON SQUARE -- Starring Ray Bolger, and featuring Kay Armen. Guests tonight are Jeannie Carson, George Gobel, Bill Haley and the Comets.
- 10:00-11:00 p.m. -- LUX VIDEO THEATRE -- "Stand-in for Murder." Friday, May 10
  - 1:30-2:30 p.m. -- CLUB 60 -- Maurice and Maryea, a dance team, are guests.
  - 3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Big Hearted Herbert"
  - 7:30-7:45 p.m. -- THE XAVIER CUGAT SHOW -- Starring Abbe Lane.
  - 8:30-9:00 p.m. -- THE LIFE OF RILEY -- With William Bendix as Chester A. Riley.

# Saturday, May 11

8:00-9:00 p.m. -- PERRY COMO SHOW -- Guests include the Weire Brothers.

(more)



## Saturday, May 11 (Cont'd)

9:00-10:30 p.m. -- MR. BROADWAY -- A musical comedy portrait of showman George M. Cohan, produced by Showcase Productions, Inc.; starring Mickey Rooney, Teresa Brewer, Gloria de Haven, James Dunn, Eddie Foy, Jr., June Havoc, Roberta Sherwood, Arny Freeman, Dick Button, Bernard Lenrow, Henry Lascoe, Robert Ellenstein, Paul Sparer, Walter Kinsella, Bobby and Patricia Mariano, Dwight Marfield and Sig Frolich. Garry Moore is narrator.

\* \* \*

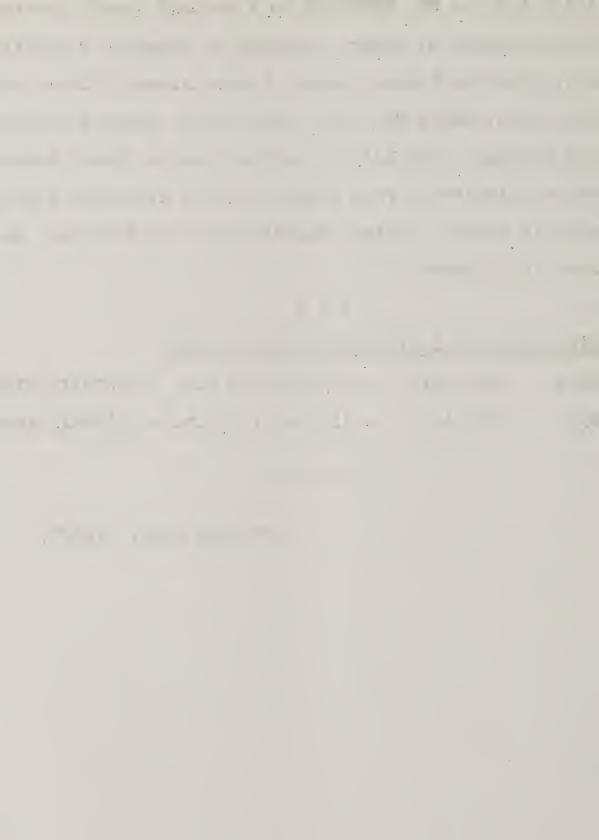
## THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday-Friday May 6-10 -- 10:38-10:43 a.m. -- WRCA-TV WINDOW.

Saturday May 11 -- 11:00-11:15 p.m. -- SAVARIN NEWS.

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NBC-New York, 4/26/57



### ADLAI STEVENSON TO 'MEET THE PRESS'

Adlai E. Stevenson, titular head of the Democratic Party and twice its candidate for President, will be the guest on MEET THE PRESS <u>Sunday</u>, <u>May 5</u> (NBC-TV, 6-6:30 p.m., EDT; NBC Radio as a part of "Monitor," 6:35-7 p.m., EDT). He will be interviewed by May Craig of the Portland (Me.) Press-Herald, Marquis Childs of the St. Louis Post-Dispatch, James Reston of the New York Times and Lawrence E. Spivak, producer and permanent panel member of "Meet the Press." Ned Brooks will moderate the program, which will originate in Washington, D.C.

## NBC TRADE NEWS

'TIC TAC DOUGH' BECOMES 'NAUGHTS AND CROSSES' IN ENGLAND

NBC-TV's TIC TAC DOUGH is going to have a British TV counterpart called "Naughts and Crosses."

Howard Felsher, producer of the show, will leave Friday, May 3, to launch the show on a British commercial station. "Tic Tac Dough" the popular daytime quiz program, is seen on NBC-TV from 12 noon to 12:30 p.m., EDT, Mondays through Fridays.

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April 29, 1957

PONTIAC AND A FOOD PACKER TAKE ONE-QUARTER SPONSORSHIP OF NBC RADIO'S "NEWS-ON-THE-HOUR" IN \$600,000 DEAL

The Pontiac Division of General Motors has purchased one-quarter sponsorship of NBC Radio's NEWS-ON-THE-HOUR broadcasts for three weeks starting April 29, it was announced today by William K. McDaniel, Vice President in charge of NBC Radio Network Sales.

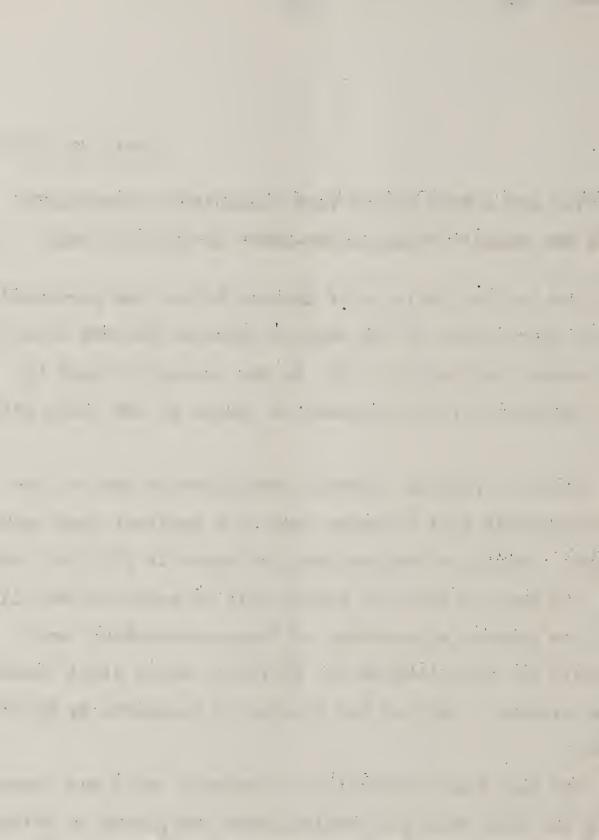
When the Pontiac contract terminates on May 20, the onequarter sponsorship will be taken over by a national food packer for 26 weeks. Value of the combined contracts is \$600,000 net.

The name of the food packer will be announced May 11.

The quarter sponsorship of "News-on-the-Hour" was formerly held by Bristol-Myers for Bufferin, which still sponsors 25% of the program. Half of the program is sponsored by Brown and Williamson.

The speed and flexibility of network radio was demonstrated by the fact that the Pontiac order was placed on Friday, April 26, and the company's commercials started on the air today (Monday, April 29). The agency for Pontiac is MacManus, John & Adams.

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color television presents



# PRODUCERS' SHOWCASE

April 29, 1957

TOP ILLUSIONISTS FROM MANY PARTS OF WORLD TO PERFORM ON NBC
'FESTIVAL OF MAGIC' COLORCAST EMCEED BY ERNIE KOVACS

There'll be rare feats of conjuring extravaganza when famous magicians from all over the world present their deliberate, delightful deception in "Festival of Magic" on PRODUCERS' SHOWCASE Monday, May 27 (NBC-TV, 8-9:30 p.m., EDT, in color and black and white).

Ernie Kovacs, who's been known to jest about the subject of magic, will "play it straight" as emcee of the colorcast.

Milbourne Christopher, show consultant as well as one of the stars, will represent the American magician.

The other stars are: Li King Si and Mrs. Li King Si, making their American debut and presenting Chinese-Oriental illusions by sleight-of-hand tricks with bolts of silk and bowls of water; Robert Harbin of South Africa, who is adept at "escape-ology" mentalism and large-scale illusions; June Merlin, "All-Ireland beauty queen," who performs "miracles" with rabbits and mice; Cardini of Great Britain, prestidigitator who plucks cigarettes, playing cards and lighted cigarettes from thin air; Sorcar of India, specialist

### 2 - 'Festival of Magic'

in large illusions, who will include his sensational buzz-saw trick, and Rene Septembre of France, making his American debut, material-izing goldfish, cats, ducks and other livestock from thin air.

Christopher will include in his performance what he terms the most dangerous trick there is. He never has done it before because of his wife's objections. He will catch with his teeth a bullet fired from a gun by a person standing several yards away from him. Twelve of the men who tried variations of the bullet trick, died in their attempts. The late Houdini, conceded to have been the greatest magician of his time, was dissuaded from trying it.

Mort Abrahams is the executive producer and Leo Davis the associate producer. Charles Dubin is the director and Dean Whitmore the associate director. Joseph Cunneff is program supervisor, Shelley Hull production supervisor, George Bassman music director, Otis Riggs set designer, Robert Fletcher costume supervisor and Warren Burmeister unit manager.

Sponsors are the Radio Corporation of America and the Whirlpool Corp., both through Kenyon and Eckhardt, Inc., and the John Hancock Mutual Life Insurance Co., through McCann-Erickson, Inc.

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NBC-New York, 4/29/57

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April 29, 1957

3 SONGS WRITTEN BY GEORGE M. COHAN WILL BE PERFORMED PUBLICLY FOR FIRST TIME IN COLORCAST OF 'MR. BROADWAY'

Three of the many songs written by the late George M. Cohan will be presented publicly for the first time during MR. BROADWAY, 90-minute musical colorcast of Showcase Productions, Inc., Saturday, May 11 (NBC-TV, 9-10:30 p.m., EDT).

Samuel and Bella Spewack, who wrote the original teleplay, their first for the medium, and producer Paul Feigay and music director George Bassman went through more than 300 Cohan songs, put at their disposal by the Cohan Estate. They sought to supplement some of the all-time Cohan favorites with new material that would be appropriate for certain scenes in the Spewack book for the show.

They picked "The Shoes That Hurt" as fitting for a theme song for the "Four Cohans" as a vaudeville act. "An Old Guy Like Me" was chosen as suitable for the elder Cohans, George's parents, to sing together somewhat wryly when George tries to entice them out of retirement.

"'Life Is Like a Musical Comedy' is one of the brightest and most exciting of all the songs Cohan ever wrote," says Bassman, who should know. He has been enthusiastic about the song for nine years, ever since he first heard it as part of the show, "The Musical Comedy Man."

(more)

"The Musical Comedy Man" was written by Cohan, who intended to produce it, but never did. Twice in the past nine years it was slated for production, then postponed for lack of sufficient financial backing. Bassman participated in both projects, and each time he heard "Life Is Like a Musical Comedy" he liked it better.

Now he finally has a chance to use it -- in a scene where Cohan is rehearsing it when he is notified of his sister, Josie's fatal illness.

Other Cohan music in the show includes "Give My Regards to Broadway," "Harrigan," "The Lively Bootblack," "They're All My Friends," "I'm Going to Telegraph My Baby," "Why Did Nellie Leave Her Home," "Yankee Doodle Dandy," "It's a Grand Old Flag," "Mary's a Grand Old Name," "So Long Mary," "The ABC Song," "Over There," and "You Remind Me of My Mother."

Gloria De Haven, as Cohan's sister, Josie, will dance and sing "I'm Awfully Strong for You." June Havoc, as Trixie Friganza, will sing "Indians and Trees" and will dance to it with choreographer Peter Gennaro.

Mickey Rooney will portray George Cohan; James Dunn and Roberta Sherwood, his parents; Eddie Foy, Jr., Joe Summerhalter, a stagehand; and Teresa Brewer will play Fay Templeton, musical comedy star. Garry Moore will be the narrator.

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RESPONSE; PROGRAM TO BE REPEATED MAY 5

Convincing evidence that an important segment of viewers is looking at TV as much more than a medium of entertainment came to light during mail call for CALL TO FREEDOM.

With a new element added -- the live appearance of Charles Van Doren, the Columbia University teacher and quiz-winner of "Twenty-One" fame, as host and narrator -- this NBC-TV "Project 20" program will be repeated Sunday, May 5 (4-5:30 p.m., EDT).

Total mail received since the original telecast (Jan. 7) of this story about Austria's rebirth of freedom was greater than that following any other "Project 20" program, according to producer Henry Salomon. "These viewers who wrote us see television as a cultural and academic force, an effective and dramatic medium of information and inspiration," Salomon said. "This mail is proof of the validity of NBC's belief that television must be programmed for everybody, and that when it is so programmed it elicits wide and enthusiastic response from the intellectuals and highly-educated as well as from the average man and woman in the home."

The mail -- from college professors, business leaders, people in the professions, as well as housewives and mothers -- came from all over the United States, from the metropolis to the hamlet, from the strongholds of culture and the places not normally so regarded.

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Voicing the idea of TV as a medium of culture were such comments as these: "'Project 20' can do much to revive culture in the United States"..."TV programming took a giant step forward"...
"TV reached its finest hour"..."On an occasion like this, one is proud to own a TV." There were many requests for a re-run: "Give us more"..."Do it again"..."My husband missed it, and I would like to see it again."

Telling its story in a two-fold way, "Call to Freedom" interweaves scenes from the Vienna State Opera production of Beethoven's "Fidelio" with historic film showing actual episodes of Austria's history from the days of the Hapsburgs to its rebirth as a free and independent nation in 1955.

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NBC-New York, 4/29/57

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CREDITS FOR NBC COLORCAST OF "KRAFT TELEVISION THEATRE'S"
TENTH ANNIVERSARY PROGRAM WEDNESDAY, MAY 8

PROGRAM: KRAFT TELEVISION THEATRE.

PLAY: "Flesh and Blood," by Anthony Spinner.

TIME: NBC-TV, Wednesday, May 8, 9-10 p.m.,

EDT, in color and black and white.

CAST: Starring Victor Jory, with Tommy

Sands as special guest star.

Cast includes Marian Seldes, Ian

Wolfe and Cavada Humphrey.

PRODUCER: Maury Holland

PR-20

DIRECTOR: Frank Pacelli

SETTINGS BY: Duane McKinney

ANNOUNCER: Ed Herlihy

UNIT MANAGER: Dick Swicker

CASTING DIRECTOR: Marion Dougherty

SPONSOR: Kraft Foods Co.

AGENCY: J. Walter Thompson Co.

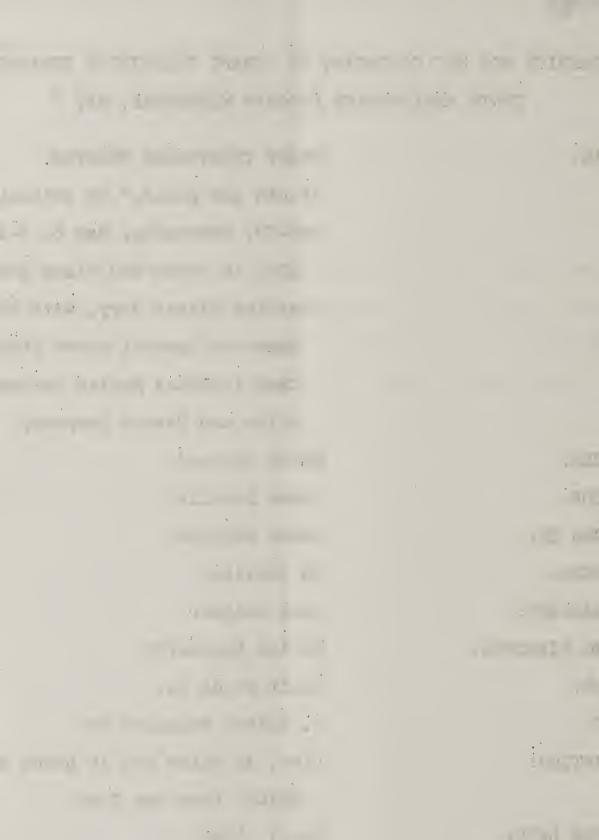
ORIGINATION: Live, in color and in black and

white, from New York.

STARTING DATE: May 7, 1947

NBC PRESS REPRESENTATIVE: George Norford, New York.

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### NBC TRADE NEWS

EASTER SHOWCASE WARDROBE WON BY WOMAN WITH BEST GUESS
AMONG 890,000 IN 'PRICE IS RIGHT' CONTEST

Mrs. J.W. Engle of Elkton, Va., guessed within three cents of the actual figure, \$2,484.93, to win the "Easter Showcase" wardrobe on THE PRICE IS RIGHT (NBC-TV, Mondays through Fridays, 11 a.m., EDT).

Mrs. Engle's guess of \$2,484.90 was the winning postcard among 890,000 sent to the show in the
contest for April 15-19. She won a mink cape and muff
for mother, \$2,050; mink collar and muff for daughter,
\$260; designer hat for mother, \$95; designer hat for
daughter, \$65; two live bunnies, \$6.98; candy, \$4; perfume, \$3.98. Emcee Bill Cullen announced the winner on the
April 26 show.

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NBC-New York, 4/29/57

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April 30, 1957

TIMEX WATCHES TO SPONSOR SIX ONE-HOUR VARIETY SHOWS STARRING BOB HOPE ON NBC-TV IN 1957-58 SEASON

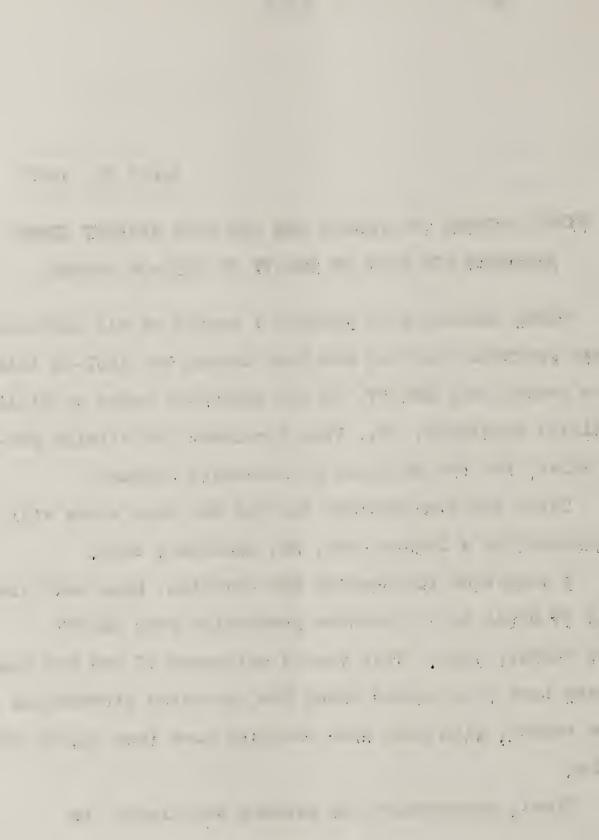
Timex Watches will sponsor a series of six one-hour variety programs starring Bob Hope during the 1957-58 tele-vision season over NBC-TV, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, Television Net-work Sales, for the National Broadcasting Company.

Dates and time periods for the Bob Hope shows will be announced at a future date, Mr. Goodheart said.

A long-time top-ranking NBC comedian, Hope made his formal TV debut in a 90-minute production over NBC-TV Easter Sunday, 1950. This year's telecasts of the Bob Hope programs have been ranked among the top-rated attractions of the season, with each show reaching more than 40,000,000 viewers.

Timex, manufacturer of watches and clocks, is represented by Peck Advertising Agency, Inc.

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### NBC TRADE NEWS

BUICK TO BECOME ALTERNATE SPONSOR OF 'TALES OF WELLS FARGO'
ON NBC-TV FOR 1957-58 SEASON

The Buick Motor Division of General Motors

Corp. has purchased alternate-week sponsorship of NBC-TV's

TALES OF WELLS FARGO for the 1957-58 season, it was announced jointly today by William R. (Billy) Goodheart, Jr.,

Vice President, Television Network Sales, for the National

Broadcasting Company, and Edward T. Ragsdale, General

Manager of the Buick Motor Division and Vice President of

General Motors Corp.

The Buick order, effective Sept. 9, was placed through Kudner Agency, Inc.

The Monday evening (8:30-9 p.m., EDT) Western drama series is based on the history of the express company which figured significantly in the development of the West. The American Tobacco Company, one of the program's current sponsors, will continue to present the series on alternate weeks during the coming season.

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 SIX SPONSORS BUY PARTICIPATION SCHEDULES TOTALING \$700,000 NET ON NBC RADIO, BRINGING TOTAL SALES FOR WEEK TO \$1,300,000

New and additional participation schedules amounting to \$700,000 net, including a major 52-week campaign for General Mills, have been purchased on NBC Radio by six sponsors during the week ending April 29, it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

These orders are in addition to the recently announced sale of one-quarter sponsorship of NBC Radio's"News-on-the-Hour"to Pontiac and a national food packer for \$600,000, and brings to \$1,300,000 the net revenue recorded by NBC Radio in one week.

Advertisers placing the new orders and their agencies are:

General Mills, Inc., through Dancer-Fitzgerald-Sample, Inc.,
has purchased 10 one-minute and 10 30-second participations in both
the Bob and Ray and the new "Fibber McGee and Molly" segments on
"Monitor" each weekend for 52-weeks starting June 1.

Princeton Knitting Mills, Inc., through Ehrlich, Neuwirth and Sobo, Inc., has ordered participations in 10 Bob and Ray "Monitor" segments each weekend for seven weeks starting July 20. This is the first network radio sponsorship for Princeton Mills.

Columbia Pictures Corporation, through Donahue and Coe, Inc., ordered a total of 11 one-minute participations in "NBC Bandstand," "People Are Funny" and "Monitor" over a three-week period starting June 24.

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### 2 - Radio Sales

Time, Inc., through Young and Rubicam, Inc., ordered two participations in "Conversation" on April 29. These mark the first commercials in the program.

An additional order was placed by Ex-Lax, Inc., through Warwick and Legler, Inc., for one participation in "The Great Gildersleeve," "People Are Funny," "One Man's Family" and "Monitor" each week for 34 weeks, starting April 30.

Evinrude Motors, through the Cramer-Krasselt Co., has extended its "Monitor" schedule of five one-minute participations a weekend for three weeks effective June 21.

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NBC-New York, 4/30/57

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MBC New York, 4/27

"MONGANGA" TELECAST WINS FILM COUNCIL'S SILVER REEL AWARD

"Monganga," the NBC-TV MARCH OF MEDICINE report on a medical missionary in Africa, has won a Silver Reel Award presented by the Film Council of America.

"Monganga," told the story of Dr. John E. Ross, a Kansas-born medical missionary who is serving the people of Lotumbe in the heart of the Belgian Congo. The program was first telecast by NBC Nov. 27, 1956, and was repeated March 5, 1957. It was produced and sponsored by the Smith, Kline & French Laboratories, in cooperation with the American Medical Association, as part of the "March of Medicine" series.

NBC-New York, 4/30/57

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#### LEONARD H. HOLE OF NBC IS DEAD

Leonard H. Hole, Director of Program Development for NBC-TV and a veteran of more than 25 years of television and radio production, direction, writing, programming and administration, died early this morning in New York's Regent Hospital after a long illness. Mr. Hole was 49.

Funeral services will be held at the Frank E. Campbell Funeral Home, Madison Ave. and 81st St. in New York, Friday morning, May 3, at 10 a.m., with private burial services in Pound Ridge, N.Y.

Surviving are his widow, Mrs. Maureen Hole and a daughter, Judith, age 17, both of Larchmont, N.Y.; his mother, Mrs. Charles B. Hole, of Greensboro, N.C.; and a brother, Hugh S., of Hollywood, Calif.

In addition to his duties as Director of Program Development for NBC-TV, Mr. Hole has served this season as NBC Production Super-visor for the network's "Perry Como Show" and Ray Bolger's "Washington Square."

Mr. Hole joined the network in 1950 as Program Procurement Supervisor and Production Manager for NBC-TV. In 1952 he became Director of Production for both NBC Radio and Television, and in 1955 was appointed Director of Program Development.

Before coming to NBC he served with the Allen B. DuMont Laboratories, Inc., and the Columbia Broadcasting System. He served as Lieutenant Senior Grade in the U.S. Navy during World War II.

Mr. Hole was born in Montclair, N.J., on Jan. 31, 1908, and was graduated from the University of North Carolina in 1930. He lived with his family at 25 Glen Eagles Drive, Larchmont, N.Y.

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MARY MARTIN IN 'ANNIE GET YOUR GUN' WILL BE TWO-HOUR NBC COLORCAST WEDNESDAY, NOV. 27; JOHN RAITT WILL CO-STAR IN THE FAMED IRVING BERLIN MUSICAL COMEDY

## FOR RELEASE MONDAY A.M., JUNE 3

Mary Martin will star in a special two-hour television production of Irving Berlin's smash Broadway and motion picture musical comedy hit, "Annie Get Your Gun," co-starring John Raitt and to be colorcast as a pre-Thanksgiving program over NBC Wednesday evening, Nov. 27, from 8:30 to 10:30 p.m., NYT. Announcement of the program was made today by Manie Sacks, Vice President, Television Network Programs, for the National Broadcasting Company.

"Annie Get Your Gun" will be co-sponsored by the Pontiac Motor Division of General Motors Corp. and the Pepsi-Cola Company.

Prior to NBC's Nov. 27 telecast of "Annie Get Your Gun," the Edwin Lester-Richard Halliday production of the musical will be presented in Los Angeles and San Francisco as part of those cities' 20th Anniversary Civic Light Opera seasons.

NBC-TV's presentation of "Annie Get Your Gun" will feature the memorable music and lyrics of Irving Berlin, including such all-time hits as "There's No Business Like Showbusiness," "I Got Lost In His Arms," "Doin' What Comes Naturally," "You Can't Get a Man With a Gun," "Anything You Can Do," "The Girl That I Marry," "They Say It's Wonderful," and "I've Got the Sun in the Morning and the Moon at Night."

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#### 2 - Mary Martin

Vincent Donehue will direct, with dances and musical numbers choreographed by Ernest Flatt. Scenery will be by George Jenkins, with costumes designed by Dorothy Jeakins. Louis Adrian will provide the musical direction.

The program will originate from NBC's Color City studios in Burbank, Calif.

Miss Martin first flew into the homes and hearts of America in March, 1955 via NBC-TV in "Peter Pan," following stage engagements in California and New York. Her performance in the production made television history, with 67,300,000 enthralled persons from age four to 94 viewing the show.

Mary is the gift to showbusiness of Weatherford, Tex.

Trained as a dancer, she later managed prosperous dancing schools there before trying Broadway. With just one song, "My Heart Belongs to Daddy," which she sang in Cole Porter's "Leave It to Me," Mary Martin became a sensation overnight. After 11 Hollywood films, she returned to the theatre in the New York smash "One Touch of Venus." Following that, she starred in "Lute Song." Then she proved her versatility with her rollicking portrayal of the role she will recreate for television -- Annie Oakley in "Annie Get Your Gun," in which she again broke box-office records on the national tour.

Again under the banner of Rodgers and Hammerstein, Miss
Martin scored bigger than ever as Nellie in "South Pacific." After
appearing in the show in London, Miss Martin returned to co-star with
Charles Boyer in "Kind Sir," another great personal success. Thereafter Miss Martin conquered TV, via the "Ford 50th Anniversary Show";

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John Raitt made his New York stage debut in the lead role of Billy Bigelow in the musical "Carousel." This portrayal won him the New York Drama Critics' Award for the best male performance in a musical, more than fulfilling the expectations of Rodgers and Hammerstein who had taken him out of the touring company of "Oklahoma!" for the part.

Though he always had an interest in music, Raitt devoted himself to sports during his high school and college years in Southern California, where he was born. In college his musical interest suddenly matured and he took his first professional singing job in the Los Angeles Civic Light Opera Company's production of "H.M.S. Pinafore."

Within a short time his reputation as a singing actor reached the Theatre Guild and Rodgers and Hammerstein. The latter invited him East for an audition which resulted in his being signed for the role of Curley in the national company of "Oklahoma!" then playing in Chicago. His success in "Carousel" followed.

Raitt has since played the leading role in several Broadway musicals including "Magdalena," "Three Wishes for Jamie," "Carnival

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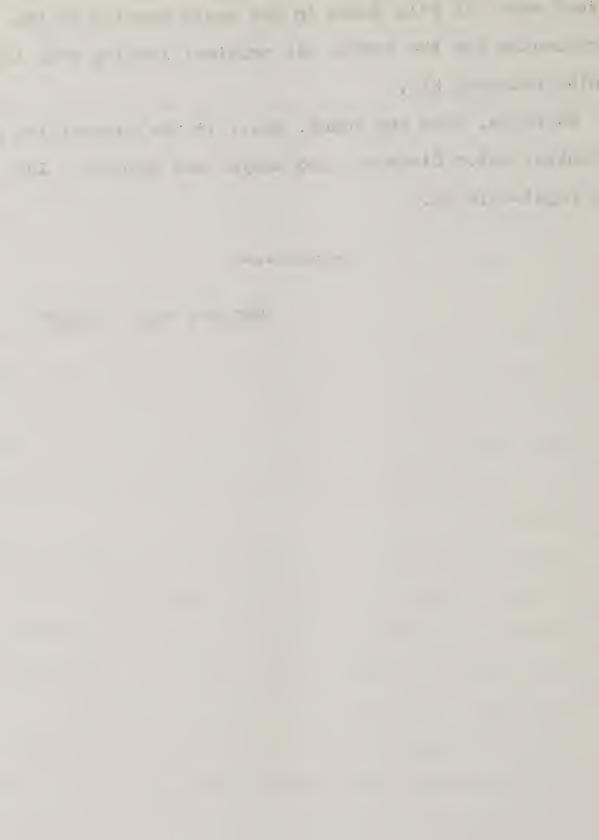
# 4 - Mary Martin

in Flanders" and -- in May, 1954 -- he opened in "The Pajama Game."
He will soon make his film debut in the movie version of the latter when he recreates for the screen his original leading role in the long-running Broadway hit.

MacManus, John and Adams, Inc., is the advertising agency for the Pontiac Motor Division, and Kenyon and Eckhardt, Inc., represents the Pepsi-Cola Co.

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NBC-New York, 5/31/57





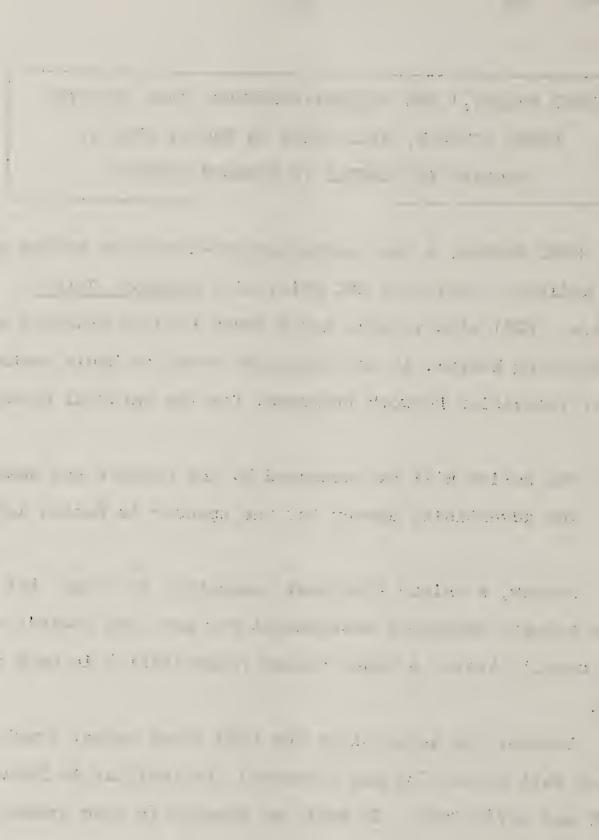
'MEET McGRAW,' NEW MYSTERY-ADVENTURE SHOW STARRING
FRANK LOVEJOY, WILL START ON NBC-TV JULY 2;
PROCTER AND GAMBLE TO SPONSOR SERIES

MEET McGRAW, a new weekly mystery-adventure series aimed at an adult audience, starts on NBC Television <u>Tuesday</u>, <u>July 2</u> (9-9:30 p.m., EDT) with veteran actor Frank Lovejoy starring as the trouble-shooting McGraw, it was announced today by Manie Sacks, Vice President, Television Network Programs, for the National Broadcasting Company.

The series will be sponsored by the Procter and Gamble Company. The advertising agency for the sponsor is Benton and Bowles Inc.

McGraw, a unique fictional character, is tough but realistic accepts dangerous assignments for pay, but doesn't carry a gun; and usually leaves a woman behind (regretfully) in each of his episodes.

Lovejoy, an actor since the 1929 stock market crash forced him out of Wall Street (he was a runner), is familiar to Broadway, radio, TV and movie fans. In radio he starred in such dramas as "Gangbusters," "Mr. District Attorney" and "Philo Vance." His movie credits list more than two dozen pictures, including "Home of the Brave," "Julie" and "Strategic Air Command" (in which he played Gen. Curtis E. LeMay).



#### 2 - 'Meet McGraw'

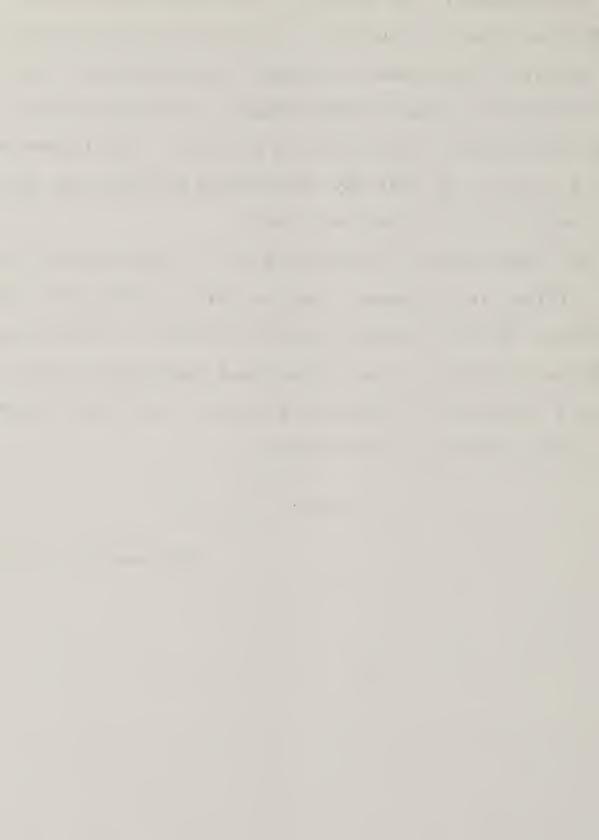
"McGraw technically is not a private eye, a cop or an insurance investigator," say Lovejoy. "You might say he does 'odd jobs which -- for one reason or another -- the others have not done, or were not asked to do. "Unlike most fictional troubleshooters, who show nothing but bravado, I play a human being," continues Lovejoy. "For example, in one script, a guy points a gun at me. Do I take it away from him? No, sir, I do what any red-blooded American man would do -- I dive for safety under the nearest bed."

The "Meet McGraw" series is a Don W. Sharpe-Warren Lewis production, filmed in Hollywood. Warren Lewis is producer. Directors are John Peyser, Harold Schuster and Anton Leader. Writers are Blake Edwards, Frederic Brady, E. Jack Neuman and Lowell Barrington.

A.E. Houghton is associate producer, Dick Bluel is story editor, and Jason Bernie is film editor.

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NBC-New York, 5/31/57



#### NBC TRADE NEWS

LUDWIG W. SIMMEL AND WILLIAM G. THOMPSON ARE APPOINTED

TO EXECUTIVE POSTS IN NBC RADIO NETWORK

Appointment of Ludwig W. Simmel as Manager, Sales Service and Traffic, NBC Radio Network, and William G. Thompson Jr. as Supervisor, Radio Co-op Sales, was announced today by Matthew J. Culligan, Vice President in charge of the NBC Radio Network. Simmel and Thompson will report to George A. Graham Jr., Director of Sales Planning for the NBC Radio Network.

Shortly after joining the page staff of NBC in 1941, Simmel became a clerk in the sales service department of NBC's Blue Network. From 1942 until 1946 he was manager of the sales service department of the American Broadcasting System and from 1946-51 manager of co-op sales. He returned to NBC in November, 1951, as manager of co-op program sales.

William G. Thompson joined NBC in 1953 as a management trainee. In 1954 he was named promotion supervisor in the Co-op Sales Department. He is an Army veteran of World War II, and a 1950 graduate of Columbia University.

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May 31, 1957

'NBC MATINEE THEATER' TO PRESENT ITS
400TH PROGRAM ON THURSDAY, JUNE 6

NBC MATINEE THEATER will present its 400th full-hour drama Thursday, June 6 (NBC-TV, in color and black and white, 3-4 p.m., EDT). For the occasion, Albert McCleery, executive producer of the Monday-through-Friday series has let the show's viewers choose the program on the basis of fan mail.

As a result, the series will present (on film) an encore colorcast performance of "The Alumni Reunion," a story about a college-educated failure whose wife chooses an alumni reunion to find him a new career.

During the show, "NBC Matinee Theater" will be televising its 6,800th scene.

Other statistics for the series show its staff has fitted more than 10,000 costumes, created more than 2,800 sets, provided some 3,600 acting jobs and used  $19\frac{1}{2}$  tons of scripts -- totaling 2,822,000 pages of reading material. In all, 435 scripts have been bought to date by Ethel Frank, producer in charge of literary properties.

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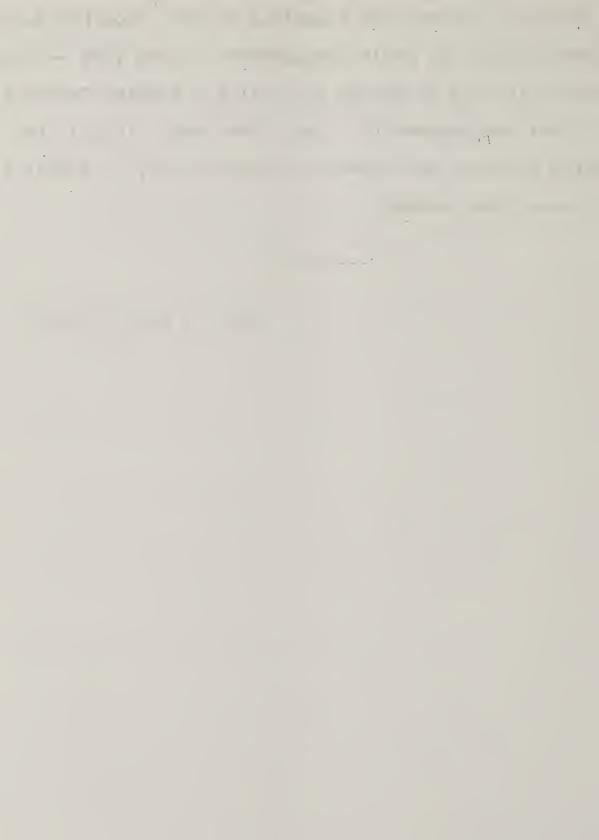
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## 2 - 'NBC Matinee Theater'

Since the series launched its long run on Oct. 31, 1955, McCleery has made 56 roundtrip flights from his Holly-wood headquarters to NBC's headquarters in New York -- plus a 12,000 mile trip to Europe to visit Sir Winston Churchill, whose novel was adapted for the 300th show. In all, the executive producer has traveled 362,000 miles, or almost 15 trips around the equator.

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NBC-New York, 5/31/57



NBC COLOR TELECAST SCHEDULE
June 9-15 (All Times EDT)

### Sunday, June 9

9:00-10:00 p.m. -- THE ALCOA HOUR -- "Mrs. Gilling and the Sky-scraper," by Sumner Locke Elliott, and starring Helen Hayes,
Leueen MacGrath, with Jack Klugman, Katherine Squire,
Joanna Roos, Kathleen Comegys and Halliwell Hobbes.

## Monday, June 10

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Rich Man, Poor Man."

8:00-8:30 p.m. -- THE ADVENTURES OF SIR LANCELOT -- Starring William Russell.

(PLEASE NOTE: ROBERT MONTGOMERY PRESENTS, originally scheduled for this date in color, will be telecast in black and white only.)

# Tuesday, June 11

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "The Party Dress."

8:00-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

# Wednesday, June 12

1:30-2:30 p.m. -- CLUB 60.

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## Wednesday, June 12 (Continued)

- 3:00-4:00 p.m. -- NBC MATINEE THEATER -- "White-Headed Boy."
- 8:00-8:30 p.m. -- MASQUERADE PARTY -- With panelists Betsy Palmer, Ilka Chase, Johnny Johnston. Eddie Bracken is emcee.
- 9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE -- "Fire and Ice," by Richard Fielder, starring Geraldine Page and Dan O'Herlihy, with Henry Jones, R.G. Armstrong and Russell Hardie.

### Thursday, June 13

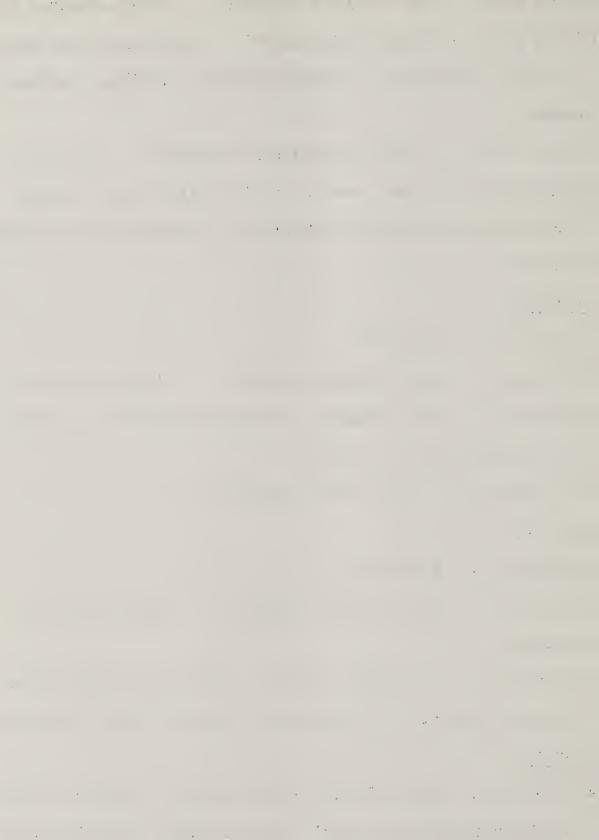
- 1:30-2:30 p.m. -- CLUB 60.
- 3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Sound of Fear."
- 8:00-9:00 p.m. -- RAY BOLGER'S WASHINGTON SQUARE -- Starring Ray Bolger with Kay Armen.
- 10:00-11:00 p.m. -- LUX VIDEO THEATRE --

# Friday, June 14

- 1:30-2:30 p.m. -- CLUB 60.
- 3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Night Train to Chicago."
- 9:00-10:00 p.m. -- THE CHEVY SHOW -- Starring Dinah Shore with Nanette Fabray, Fred MacMurray, Minnie Pearl and Dean Jones.

# Saturday, June 15

8:00-9:00 p.m. -- THE JULIUS LA ROSA SHOW -- Starring Julius
La Rosa with Count Basie and Band, Joe Williams, the Seven
Ashtons, Gene Sheldon and Lou Carter.



# 3 - NBC Color Telecast Schedule

## Saturday, June 15 (Continued)

9:00-10:00 p.m. -- RCA VICTOR GALAXY OF STARS -- With Julius
La Rosa, Tony Martin, Jaye P. Morgan, Georgia Gibbs,
Vaughn Monroe, Martha Carson, Eddie Heywood and Trio,
Hamilton Trio, the Lanes, Joe Reisman and his Orchestra.

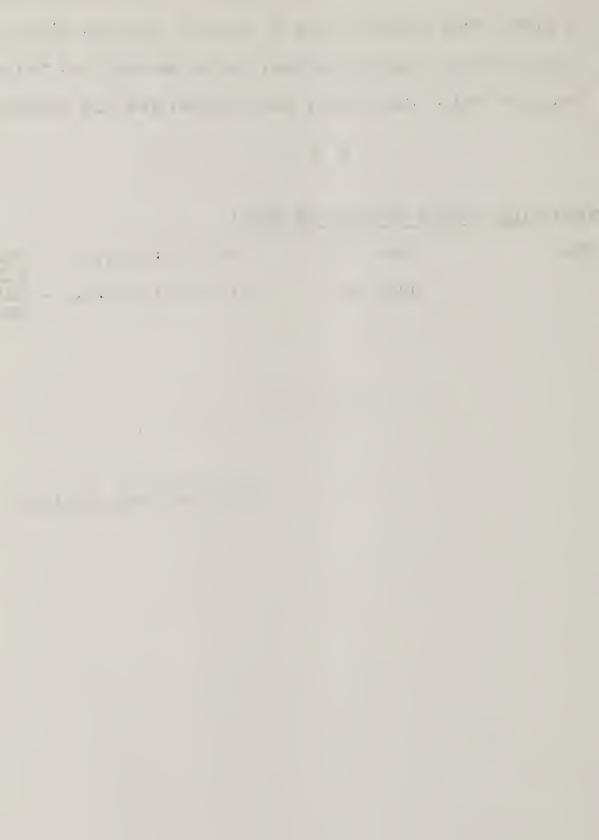
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#### THE FOLLOWING WILL APPEAR ON WRCA-TV ONLY:

Monday-Friday	June	10-14	10:38-10:43	a.m.	
Saturday	June	15	11:00-11:15	p.m.	 WINDOW SAVARIN
					NEWS.

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NBC-New York, 5/31/57



MISSOURI WOMAN BREAKS TIE AND WINS 'HONEYMOON SHOWCASE'
AMONG 1,029,288 ENTRANTS ON 'THE PRICE IS RIGHT'

Mrs. Julia Null of 4440 A Pennsylvania, St. Louis, Mo., was the best price guesser of three finalists tied among 1,029,288 entrants, won the "Honeymoon Showcase" on NBC-TV's THE PRICE IS RIGHT (Mondays through Fridays, 11 a.m., EDT). Emcee Bill Cullen announced the winner's name on the show today.

The St. Louis woman, whose winnings included two diamond watches, was one of three persons who sent in postcards exactly figuring \$3,200.63 as the total for all the items in the "Showcase." The field was narrowed to two in a bidding run-off when Mrs. Null and another entrant tied with identical bids on a "Showcase" article. In a final run-off bidding on another item, Mrs. Null won -- and received these articles in the "Showcase":

A man's carcoat, \$17.95; woman's carcoat, \$8.98; camera, \$72.75; leather photograph album, \$16.50; man's diamond watch, \$495; woman's diamond watch, \$395; toilet water, \$5; electric shaver, \$28.95, and a Hillman Minx Convertible automobile, \$2160.50. The items in the "Honeymoon Showcase" were displayed during the week of May 20-23.

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NBC-TV NEWS

# DON MEDFORD IS NAMED SENIOR DIRECTOR FOR LIVE PRODUCTIONS OF 'CRISIS'

Don Medford, noted for his contributions to television camera techniques, has been named senior director for the live productions of CRISIS, NBC's New suspense-mystery drama series, which will start on the network Monday Sept. 30 (10-11 p.m., EDT).

"Crisis" will comprise 20 one-hour films and 22 live one-hour programs. Ten of the filmed stories will be produced and directed by Alfred Hitchcock, who will set the suspense-surprise pace for the series.

Medford, one of television's leading creative talents, has directing experience ranging from the early days of bold experimentation ("Tales of Tomorrow") and establishment of standards ("Pulitzer Prize Playhouse") to the development of live drama at its best. Medford has also directed television film shows in Hollywood, many of them for Alfred Hitchcock and Revue Productions, the two film units with which the live production unit will team for the dramas on "Crisis." The series will offer stories chosen "to fascinate, mystify and suspend the viewer," with the finest casting and production facilities available in Hollywood and New York.

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the second secon the state of the s  "WATCH MR. WIZARD" TO REPEAT SEASON'S BEST PROGRAMS
DURING SUMMER; WILL TAKE NEW TIME SPOT

WATCH MR. WIZARD, NBC-TV's award-winning science show for children, will move from the 2:30-3 p.m., EDT, time period to 3:30-4 p.m., EDT, beginning Sunday, June 23.

The best programs of the past season will be repeated by kinescope during the Summer, beginning Sunday, June 9, when "Mr. Wizard" (Don Herbert) will show "Six Different Ways to Make Electricity." On Sunday, June 16, he will demonstrate the trick of "Capturing Sound." On Sunday, June 23, "Mr. Wizard" will explain how "Radar Sees the Unseen." On Sunday, June 30, he will show how to have "Fun with Curved Mirrors." On Sunday, July 7, he will demonstrate "Mechanical Motions." On Sunday July 14, he will explain the scientific basis of "Talking on the Telephone."

REV. DR. BILLY GRAHAM TO 'MEET THE PRESS'

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The Rev. Dr. Billy Graham, currently conducting a Crusade in New York City, will be the guest on MEET THE PRESS <u>Sunday</u>, <u>June 9</u> (NBC-TV, 6-6:30 p.m., EDT; NBC Radio as part of "Monitor," 6:35-7 p.m., EDT). He will be interviewed by Richard Clurman of Long Island Newsday, Marquis Childs of the St. Louis Post-Dispatch, Luke E. Carroll of the New York Herald Tribune and Lawrence E. Spivak, producer and permanent panel member of "Meet The Press." Ned Brooks will moderate the program, which will originate in Washington.

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May 29, 1957

'DOLLAR A SECOND,' COMEDY-SUSPENSE QUIZ STARRING JAN MURRAY,
TO START ON NBC-TV IN SATURDAY NIGHT TIME-SPOT JUNE 22

Jan Murray will present his lively comedy-suspense quiz,

DOLLAR A SECOND, over NBC-TV beginning Saturday, June 22 (9:30-10 p.m.,

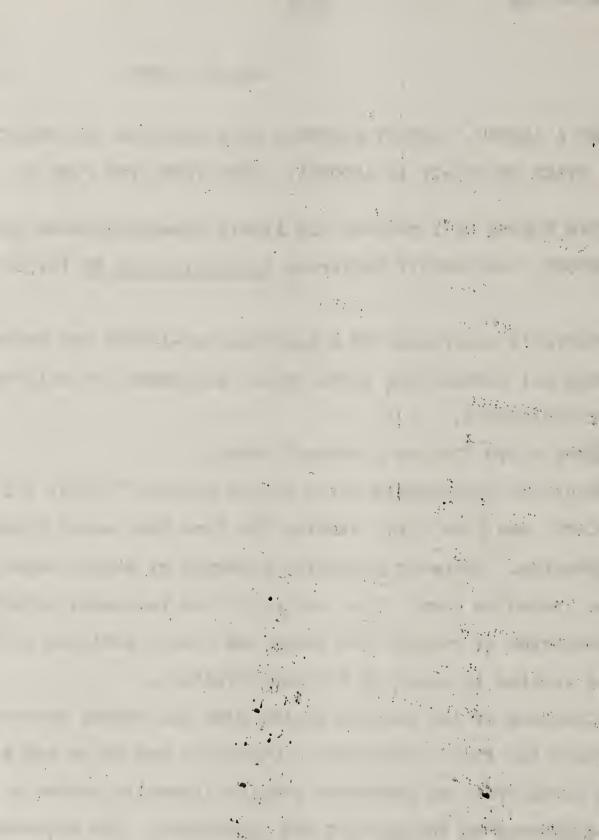
EDT).

Murray's experience as a nightclub ad-libber has stood him in good stead all through his video career and meets the acid test in his current assignment.

Here's how "Dollar a Second" works.

Would-be contestants write to Jan Murray, "Dollar a Second," care of NBC-TV, New York City, stating the time they would like to be on the program. Whenever possible, governed by studio capacity, tickets are issued to them. The evening of the telecast, several names are selected at random from among the studio audience and these persons are invited to stand by for participation.

Counting of the seconds begins when Jan Murray starts his interview with the first contestant. Questions may be on any subject, are not in categories and sometimes require ingenuity beyond a knowledgeable background on the part of the contestant. The successful contestant continues until stumped.



#### 2 - 'Dollar a Second'

Penalties for wrong answers start in groups of five (of which only one actually is a penalty) so that the contestant stands a four-out-of-five chance of coming out on top. The dollar-a-second payoff continues to increase all during this period as well as during the actual question period.

But the brightest and luckiest contestant may be tripped up by pure coincidence. An arbitrary external hazard is announced from the start. For instance, Murray may declare that if a man shelling his way through a barrel of peanuts finds a hidden \$100 while the contestant is onstage, the latter loses all.

Contestants fortunate enough to have a willing stooge needn't pay their own penalties; the stand-in may do so. Thus a quizzee's partner may be prepared to stand on a pile of five blocks, of which four are "neutral" and one is attached to an alleged "explosive."

Comedian Murray has played such name spots as the Copacabana in New York, the Sahara and Flamingo in Las Vegas and the Mocambo in Hollywood. He has emceed on many radio and TV quiz programs and appeared as a panelist on others.

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NBC-New York, 5/29/57

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May 29, 1957

'COWBOY THEATER' RETURNS TO NBC TELEVISION SUNDAY, JUNE 9--WILL BE HALF-HOUR AT START, FULL HOUR FROM JUNE 30

Cattle rustlers, holdup men, Indians, and others of the Old West will come to life when COWBOY THEATER returns to NBC-TV starting Sunday, June 9.

The first three of the weekly filmed programs will be a half-hour in length (7-7:30 p.m., EDT), and will star Tom Keane as a Western marshal. The three programs are "Showdown," June 9; "War Drums," June 16; and "Double Noose," June 23.

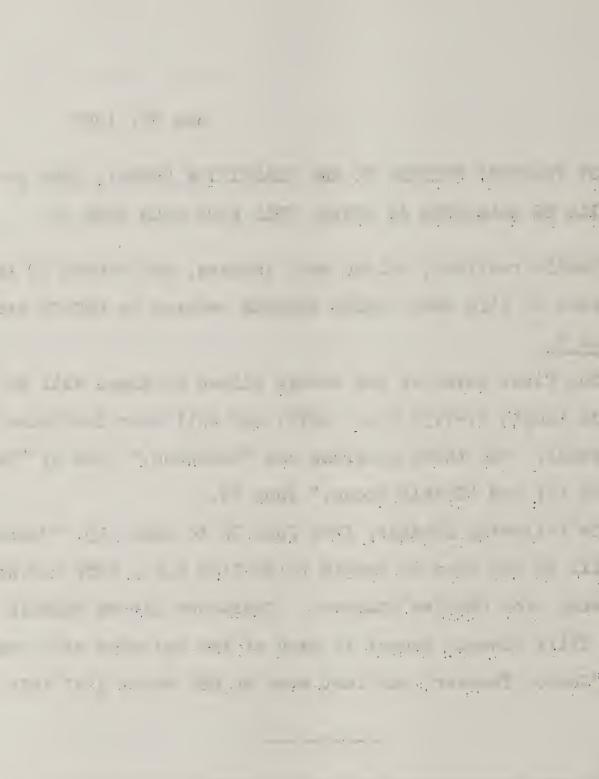
On following Sundays, from June 30 to Sept. 15, "Cowboy
Theater" will be one hour in length (6:30-7:30 p.m., EDT) and will
feature cowboy star Charles Starrett. Character actors Russell
Hayden and Cliff Edwards appear in many of the episodes with Starrett.

"Cowboy Theater" was last seen on NBC March 9 of this year.

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#### NOTE TO EDITORS:

The NBC Daily News Report will not be published Thursday, May 30 (Memorial Day). Publication will be resumed Friday, May 31.



May 29, 1957

JESSICA TANDY AND HUME CRONYN STAR IN 'THE MARRIAGE,'
SPECIAL HALF-HOUR COLORCAST ON NBC SATURDAY, JUNE 8

"The Marriage," starring Jessica Tandy and Hume Cronyn -Ernest Kinoy's affectionate vignette of a typical day in the life
of a family of four -- will be presented <u>Saturday</u>, <u>June 8</u> (NBC-TV,
10 p.m., EDT. The filmed teleplay will be presented in color and
black and white).

In this special one-time colorcast, Cronyn and Miss Tandy, husband-and-wife stage acting team, will portray Ben and Liz Marriott -- a New York lawyer and his wife. Natalie Trundy as their teen-age daughter Emily, and Malcolm Brodrick as their 10-year-old son Pete, round out the family group. Larry Gates will be seen as Braithwaite, widower and worried father of a teen-age son, and Jan Ferrand will be Ben's competent secretary.

Ben returns from a hard day at the office, loaded with extra work only to be confronted by several minor domestic crises such as the sudden death of several of Pete's cherished pet fish and evidence that Emily's crush on Mr. Braithwaite's son is at the boiling point.

Sponsors are Whirlpool Corporation and the Radio Corporation of American through Kenyon and Eckhardt, Inc. and the Oldsmobile Division of General Motors Corp., through D.P. Brother and Co.

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EARTH SATELLITE #1 TO BE SEEN ON LIVE TV FOR FIRST TIME WHEN 'WIDE WORLD' CROSSES NATION FOR STORY OF 'SUMMERTIME'

Earth satellite #1, the metal sphere which scientists will project into space next year, will make its first live television appearance <u>Sunday</u>, <u>June 9</u>, when WIDE WIDE WORLD pays a call to the Naval Research Laboratories in Washington, D.C., to watch it being tested.

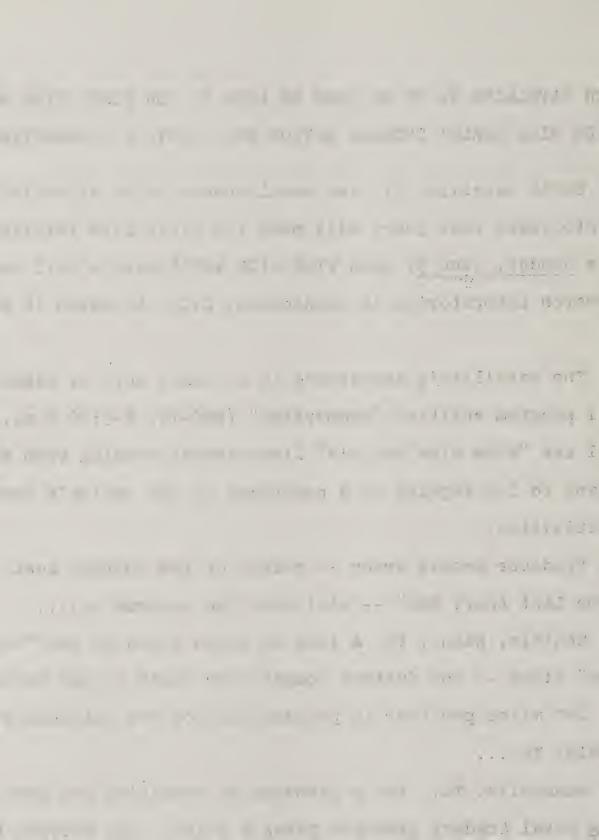
The satellite's appearance is a cosmic sort of highlight or an overall program entitled "Summertime" (NBC-TV, 4-5:30 p.m., EDT) which will see "Wide Wide World's" live cameras roaming from New York Coney Island to Los Angeles in a portrayal of the nation's warm weather activities.

Producer Gerald Green -- author of the current best-selling novel, "The Last Angry Man" -- will send the program to....

Seattle, Wash., for a look at seven boats of the "unlimited hydroplane" class -- the fastest competitive boats in the world -- racing at 140 miles per hour in preparation for the national Gold Cup championship. To....

Annapolis, Md., for a blending of tradition and sentiment as a young Naval Academy graduate takes a bride. Lt. Forrest Hanvey and Suzanne Monnett will speak their vows and emerge from the Academy chapel under crossed swords. To....

(more)



#### 2 - 'Wide Wide World'

Los Angeles, Calif., for a concert by the California Junior Symphony, one of the finest groups of young musicians in the country, in Plummer Park. Peter Meremblum will direct. To....

Stratford, Conn., where "Othello" will be in rehearsal at the American Shakespeare Festival. Alfred Drake, and Earle Hyman and Jacqueline Brookes will perform. To....

New York's Coney Island. Here, the live camera will promenade down Surf Avenue, the heart of the famous amusement area.

Special attention will be paid to "Nathan's Famous Inc.," where the "world's greatest hot dogs" are featured.

"Wide Wide World," which goes off the air for the Summer with the June 9 program, will resume its alternate Sunday production schedule on Sept. 15. It is presented under the supervision of executive producer Barry Wood, Director of Special Events at NBC. Dave Garroway is narrator.

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"CLUB 60" OFFERS MANY PRIZES FOR BEST LETTERS ON "WHAT I LIKED BEST ABOUT 'THE JERRY LEWIS SHOW!"

An all-expense paid weekend trip for two to Holly-wood, an RCA Whirlpool 'Imperial' refrigerator, 20 RCA Victor 17-inch portable TV sets, 10 RCA Victor Mark VIII Phonographs and 100 copies of Jerry Lewis' new record album "More Lewis" will be awarded by judges of the Jerry Lewis Contest to be conducted on NBC-TV's CLUB 60 (1:30-2:30 p.m., EDT, in color and black and white), during the week of June 3.

The prizes will be given for letters which tell in 25 words or less "What I Liked Best About 'The Jerry Lewis Show.'" The letters will be written following the viewing of THE JERRY LEWIS SHOW on NBC-TV Saturday, June 8 (9-10 p.m., EDT, in color and black and white).

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May 29, 1957

#### WHY THE NBC COLOR TV PEACOCK CAN STRUT WITH PRIDE

"Turning on a color television set for the first time is like opening the door to a bright, new world."

This recent comment came from the impartially critical type-writer of Don Dornbrook of the Milwaukee Journal. Mr. Dornbrook, in fact, was sufficiently enthused to devote a full column to the delights of color TV and continued:

"When you see your first TV show in color, you can hardly believe your eyes at the sight of this rainbow in your living room."

And: "Like Marilyn Monroe, a color set has impact. In fact, it's a lot like a beautiful woman -- a pleasure to watch."

Also: "Color gives television an amazing depth and realism.

It's like going to a college football game for the first time after watching it on television."

Plus: "There's absolutely nothing finer than Dinah (Shore) in compatible color."

But Mr. Dornbrook isn't the only radio-TV writer who likes color TV.

Terrence O'Flaherty of the San Francisco Chronicle launched into the subject the other day and here is what he had to say:

(more)

#### 2 - Color TV Quotes

"By now, most viewers are familiar with the NBC peacock -the trademark of a color show. In black and white, it's a respectablelooking bird but as colorless as a man in a gray flannel suit. In
color, it's a rainbow fan of flashing reds, greens, blues, yellows
and purples.

"Every time I see the slide I wish that everyone in the country could be watching in color. The impact of Tint TV in the living room is unbelievable."

After continuing in this vein, the Chronicler touched on the matter of tuning.

"What about tuning?" asked O'Flaherty. "The biggest argument used against color is that it's about as complicated as flying a strato-cruiser and no single person can tune a color show without calling in a co-pilot. This is just not true. At first it may be difficult, but once you get the knack it's easy.

"Color tuning may never be as simple as on a black-andwhite set, but then, pedaling a bicycle is a lot easier than driving
a car -- and look how much more ground you can cover by learning to
drive."

Another newsman who took up the tuning issue in connection with color recently was Henry Mitchell of the Commercial Appeal in Memphis, Tenn.

"Please do not misunderstand me," he began. "I do not care in the slightest whether color set makers starve to death (a fate which, all things considered, seems remote)....but in answer to some direct questions from readers I can say that in 16 months the greatest

TENT ON THE PROPERTY OF THE PARTY OF THE PAR Apparent of the American Control of the Control of a 0.27 1 12 4 and the second of the second o  exertion I have been put to in connection with my color set occurred Saturday when I had to turn the horizontal knob four turns to the right."

Other color TV enthusiasts who have been waxing vocal on the subject lately are:

John Crosby of the New York Herald Tribune: "This ('Sleeping Beauty') was one of those shows which were just made for color TV which adds almost another dimension to the screen."

Harriet Van Horne in the New York World-Telegram & Sun: "In color the program had a radiance that beggars description."

Larry Wolters, commenting on "Assignment: India" in the Chicago Tribune: "The color film report on India on Thanksgiving Day was wonderful in color, much more exciting than the black-and-white version."

Ben Gross in the New York Daily News: "I viewed the production on a 21-inch color set and at the same time had it on also in black and white. There was no comparison. Those who saw it in the latter missed one-half of the show. Color TV is a feast for the eyes."

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### Attention, Sports Editors

CREDITS FOR PALM BEACH GOLF CHAMPIONSHIP TELECAST ON NBC-TV

DATE AND TIME:

NBC-TV, Sunday, June 2,4 to 5:30 p.m., EDT.

PROGRAM COVERAGE:

Action at the final four holes of the 16th annual Palm Beach Golf Championship at Wykagyl Country Club, New Rochelle, N.Y. Nine television cameras will be used for the telecast. This is the second consecutive year that NBC-TV has covered the round-robin tourney.

PAIRINGS:

Sixteen of the nation's leading golfers
will play in the following foursomes:

1. Cary Middlecoff, Tommy Bolt, Billy
Casper, Mike Fetchick. 2. Fred Hawkins,
Dick Mayer, Gene Littler (defending
champion), Mike Souchak. 3. Ed Furgol
Dow Finsterwald, Jack Burke Jr., Peter
Thomson. 4. Ben Hogan, Doug Ford, Ken
Venturi, Sam Snead.

COMMENTATORS:

Lindsey Nelson, Claude Harmon, John Derr.

PRODUCER:

Harry Coyle and Jack Dillon.

DIRECTORS:

SPONSOR:

Gillette Safety Razor Company (Telecast will be a feature of the "Gillette

Cavalcade of Sports" series.)

AGENCY:

Maxon, Inc.

Perry Smith.

NBC PRESS REPRESENTATIVE:

Bob Goldwater (New York)

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#### NBC-TV NEWS

CREDITS FOR 'FIVE STARS FOR SPRINGTIME' ON NBC-TV

TIME:

Saturday, June 1, 9 p.m.,

EDT.

STARS:

Patti Page, Andy Williams,

June Valli, Ricky Nelson,

Lou Wills Jr., the

Honeydreamers and special

guest, Gordon MacRae.

PRODUCER-DIRECTOR:

Joe Cates

ASSOCIATE PRODUCER:

Erwin Drake

Carroll Carroll

MUSIC CONDUCTOR:

Harry Sosnik

FORMAT:

WRITER:

Musical variety show

POINT OF ORIGINATION:

New York

SPONSOR:

The Bulova Watch Co.

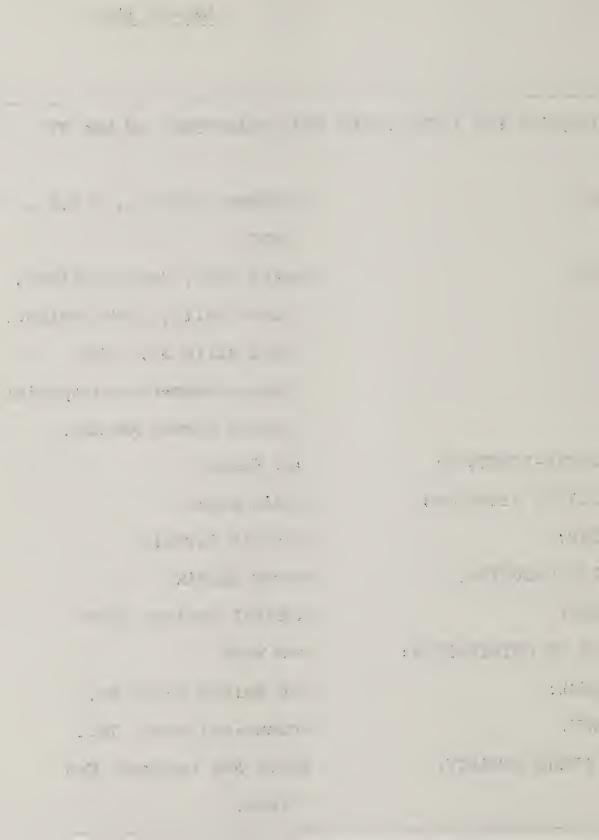
AGENCY:

McCann-Erickson, Inc.

NBC PRESS CONTACT:

Betty Ann Lanigan, New

York.



# NBC WINS ART DIRECTORS CLUB OF N. Y. AWARD FOR BOOKLET ON 'QUEEN FOR A DAY'

The National Broadcasting Company has received an Award for Distinctive Merit of the Art Directors Club of New York in the category of "booklet, direct mail art, three or more colors." The winning entry was a sales piece for the NBC-TV program "Queen for a Day."

Credits on the booklet went to Herb Lubalin and John Graham, art directors; Gerry Gersten, artist; and the Sudler and Hennessey, Inc., agency.

The award was given in connection with the club's 36th annual exhibition of advertising and editorial art and design, at the Waldorf-Astoria Hotel, in New York.

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#### STEVE ALLEN TELLS 'WHAT DANCING MEANS TO ME' IN MAGAZINE ARTICLE

Steve Allen tells "What Dancing Means to Me" in the July issue of Dance magazine. The star of NBC-TV's THE STEVE ALLEN SHOW (Sundays, 8-9 p.m., EDT) writes that he has "always had a secret desire to dance."

"But," says Allen, "my ability seems directed toward the classification, dancing to watch. I am a natural-born dance-watcher."

"I like to watch dancing that is perky...precise, exaggeratedly rhythmic, and slightly humorous. Although I am not a very good dancer, TV seems to give me a lot of nerve, and if the occasion calls for it I will be bold enough to fake a routine with anybody."

"Like its parent-art, music," concludes Allen in the magazine, "dancing is a universal language. Dancing exists because it is necessary."

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